Graphic Identity

AXIS COMMUNICATIONS

Who we are

One of the most important tools to support and strengthen the Axis brand is our graphic identity. A strong brand requires a clear, immediate and positive picture of who we are — as represented by a thoroughly consistent and attractive "look and feel."

Our graphic identity consists of an immutable logotype, limited color palette, well-defined use of specific typography, style of images and texts, and consistent use of certain layout design structures. It covers a wide range of graphic design applications, from sales and marketing material to booth design and much more. The crucial thing is that every graphic presentation of Axis should produce instant recognition: "This comes from Axis."

Why is consistency so important? When we have produced numerous brochures and other material with the same look and feel, we may be tempted to "try something different." Our customers, however, are already inundated with material from many suppliers — from ourselves as well as our competitors. It is only by being true to the Axis look and feel that we can stand out from everyone else.

We can achieve this by carefully following the rules and guidelines in this Graphic Identity Manual.

For any questions you may have, or if you find yourself in a situation that is not covered by these guidelines, please contact the Axis Corporate Marketing department.

Make us look good.

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PART ONE | Basic Rules

CATIONS

The Axis logotype

Our logotype is our most important brand identifier. It must be treated with the utmost respect. The size may vary from one application to another, but it must not otherwise be altered in any way from the approved versions shown here. The version in color must be used whenever possible.

Note that our logotype is an image, not words. It must never be used as part of a headline or in body copy. And, most importantly, the word "COMMUNICATIONS" is an integral part of the logotype and must never be removed for any reason.

Clear space

To ensure our logotype will stand out in every context, it is essential to maintain a clear space around it – an area free of all other images and text. We define this clear space as the height of the "X" in the logotype, as shown here. This is the minimum. You are welcome to award our logotype even greater space.

Acceptable variants

In exceptional cases, alternative versions of our logotype may be used:

> Line-art – for monochrome printing.
> Negative (white) – for use on dark backgrounds or objects.
> Engraved or embossed – for special purposes, e.g., certain giveaways.
> Black - variant for metallic steel logotypes

Relationship/partner logotypes

Partnerships play a key role in our business. We have created partner logotypes in order to identify these relationships. The white text inside the gray frame changes according to partner type (on the opposite page we show the Authorized Partner variant). Only the approved logotype versions may be used. The same clear space rule also applies to these variants.

For further information about this logotype, please refer to the Axis logotype usage guidelines for Axis partners.

Axis Certified Professional logotype

The Axis Certified Professional logotype may be used only by individuals who have passed the exam requirements for the Axis Certified Professional certification. The Axis Certified Professional logotype must be used as a personal identifier. It should not be used in an ambiguous manner, such as disassociated from the specific name of the certification holder. The logotype does not indicate certification of a business or a company.

For further information about this logotype, please refer to the Axis Certified Professional logotype and name usage guidelines.

Logotype

Clear space

Logotype, exception variants

Grayscale

Line-art

Black

Reversed, color

Reversed, white

Partner/relationship logotypes

Axis Certified Professional logotype

Logotype violations

The Axis corporate logotype is a registered trademark and is important for establishing and protecting corporate and product identity. Similarly, the Axis partner logotype is a registered trademark and is important for partners to clearly and concisely communicate their relationship to Axis. They act as a quality label to end customers. Both are fragile rights that can be lost through misuse. The Axis logotypes, therefore, must be used properly and consistently, and not be altered in any way that will damage their integrity.

Typical logotype violations as shown opposite are:

> Removal of the word "COMMUNICATIONS" from our logotype or changing it to something else
> Use of the wrong logotype background, making elements of the logotype disappear or unreadable
> Logotype modifications and changes that debase the design and value of our logotype

Let's keep our logotype intact.

Logotype violations, usage on different backgrounds

Do not reverse the logotype on a background that clashes.

Do not use the logotype on a complex background.

Do not reverse the logo on too light a background.

Do not use the logotype on too dark a background.

Logotype violations, modifications and changes

Do not alter the logotype or remove any elements. The word COMMUNICATIONS is a part of the logotype.

Do not remove the pyramid or the text as it is a part of the logotype.

Do not alter the typography.

Do not alter the colors of any part of the logotype, or fill it with a pattern.

Do not use the pyramid apart from the logotype to create other graphical elements or signage.

Do not distort the logotype.

Do not rotate the logotype.

Do not replace the word or symbol.

Axis colors

Color plays a big role in the Axis look and feel. By limiting our use of colors to a select few, we also make those colors ours and remind people that "This is Axis." The consistent use of the three basic colors gives a sophisticated, clean look and makes a powerful contribution to the clarity of the Axis visual identity. The colors are defined here, but their roles will be explained under the respective applications.

Logotypes

The special tones of red and yellow as defined here come from and are reserved for our logotype. The only exceptions here are the use of red and yellow in charts and diagrams, e.g., in PowerPoint presentations and in certain campaign material.

The Axis partner logotypes use a specific color (60% black) reserved for this purpose only.

Basic colors

The Axis graphic identity uses three basic colors: a medium-light blue and two shades of warm gray, as strictly defined here. These three colors will dominate in all of our printed matter (with the exception of campaign material, which may use its own distinctive colors).

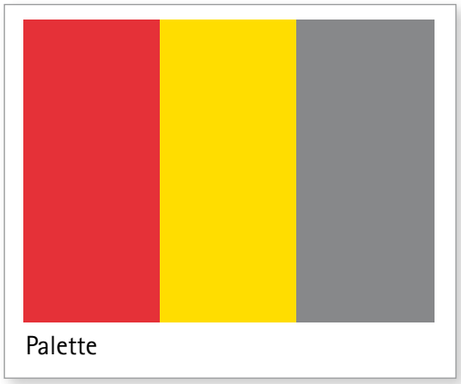
Complementary colors

The three complementary colors – a dark blue, a pale blue and an even darker warm gray – keep our visual language within the same distinct range, while allowing subtle distinctions. Note that this also applies to such applications as charts, diagrams, insides of packages, carpets and the interior design of exhibition booths, etc.

Typography colors

Black is used for nearly all text. In some special cases, e.g., certain headlines, we may use our blue 550 or warm gray 9. NOTE: Colored text (blue or warm gray) may **only** be used on white backgrounds; do not use colored text on colored backgrounds. For colored backgrounds, use black or white text. The specific uses are indicated under "Applications." For campaign material, special rules and colors may apply.

Logotype



185 C

Pantone 185 C
CMYK: C0 M91 Y76 K0
RGB: R255 G0 B51
HTML: FF0033

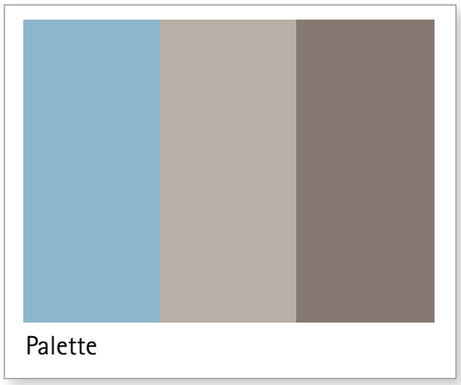
109 C

Pantone 109 C
CMYK: C0 M10 Y100 K0
RGB: R255 G204 B51
HTML: FFCC33

Axis Gray

Axis Gray
CMYK: C0 M0 Y0 K60
RGB: R153 G153 B153
HTML: 999999

Basic colors



550 C

Pantone 550 C
CMYK: C38 M3 Y0 K22
RGB: R140 G184 B198
HTML: 8CB8C6

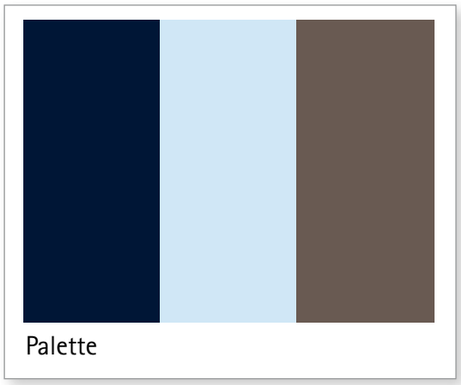
W Gray 5 C

Pantone Warm gray 5 C
CMYK: C0 M8 Y13 K36
RGB: R174 G167 B159
HTML: AEA79F

W Gray 9 C

Pantone Warm gray 9 C
CMYK: C0 M14 Y19 K60
RGB: R130 G120 B111
HTML: 82786F

Complementary colors



539 C

Pantone 539 C
CMYK: C100 M55 Y0 K85
RGB: R0 G42 B66
HTML: 002A42

545 C

Pantone 545 C
CMYK: C22 M3 Y0 K0
RGB: R196 G217 B228
HTML: C4D9E4

W Gray 11 C

Pantone Warm gray 11 C
CMYK: C26 M36 Y38 K60
RGB: R103 G92 B83
HTML: 675C53

Axis image style

Images are usually the first communication elements the eye receives. Because they make such an immediate impact on the viewer, we must take great care during the preparation stages to ensure all visuals will be perceived in the way we want them to be. As Axis solutions are used all over the world, photographs must reflect this. Models, clothing, interiors and situations should vary to give the impression of internationalism. And, as our products and solutions are designed to meet customer needs, the human touch is an important element. Naturally, all photographs should be of the highest quality and taken by professionals.

Typical Axis photography styles are shown opposite, and points to note for each style are given below.

Application/scenario material

Such photographs should appear natural and immediately convey our communication message. Clothing and personal appearance should reflect current fashions and relevant facial expressions should contribute to the desired situation. Images of buildings should use contemporary architecture to reflect the innovative designs and functionality of Axis products.

Product and technical description material

Product photos should be shot in a dramatic way – crisp, clean and with a feeling of space. Try to minimize details such as screws, cords, etc., unless they are needed for instructional purposes. This will enable the viewer to focus solely on the most important aspect of the picture. Make sure that products being shown are clean and in excellent condition, with no negative factors like scratched metal parts, dirty fingerprints or chipped paint.

Conceptual

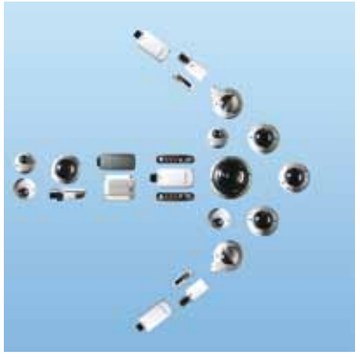
The main aim of conceptual photography is to convey the creativity associated with Axis' out-of-the-box thinking and ground-breaking products. The conceptual images shown opposite achieve this in novel ways:

> A composite camera arrow to direct people at exhibitions and other venues
> A camera in pieces to reflect our value of openness and focus on quality in everything we do
> PowerPoint clipart to express particular ideas, visions, concepts and impressions

Application/scenario material

Product and technical description material

Conceptual



Axis illustrations

General guidelines

Illustrations and symbols are available in 3D and 2D color, grayscale and line-art to meet different requirements, and in both Visio and Illustrator formats. These are done in a realistic style and should not be mixed with photos in schematics and other illustrations. Using this style helps us create a modern atmosphere with edgy products. Illustrations and symbols thus always feature sharp edges — never too round — and are never in cartoonish style.

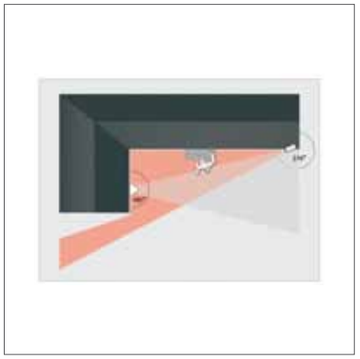
Depending on the media used, the illustration can vary in terms of simplicity level. An illustration in a schematic produced for a marketing presentation or brochure will show much more product detail (using the full color 3D version of the product) than an illustration/symbol used for a clickable button in an eLearning module, for instance.

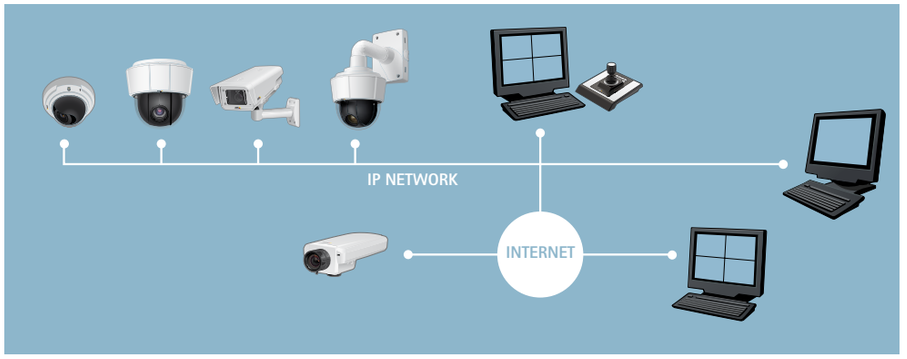
The style is valid for illustrating Axis products as well as generic products, ensuring that any schematic or illustrated scene produced is harmonious.

Illustration variants

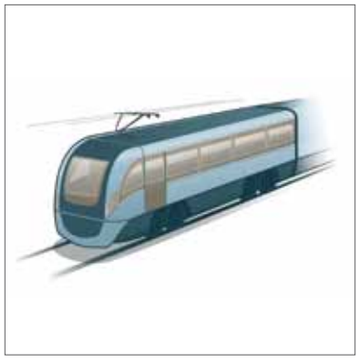
> "Advanced" Axis product symbols, 2D and 3D, color, grayscale, line-art ("advanced" means designed with a high level of detail)
> Generic symbols for use in schematics and other illustrations
> Full scene representation, with characters and environment, used in print materials and online (web, eLearning module, etc.). The emphasis here should be on the character placed in the foreground that should be drawn in a natural pose. The background should be shown in perspective to give a feeling of depth and spaciousness. Lack of detail with no patterns is best to achieve clean lines and simplicity. Color harmony is important to produce the desired effect.

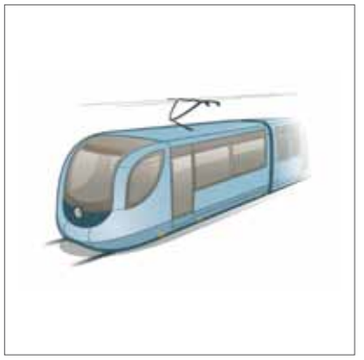
Product symbols, Axis and generic, in 2D and 3D





Icons and symbols for simple scenarios





Characters and full scenes

Axis gradients

Color gradients are used in Axis marketing material to create more dynamic and attractive visual effects as compared to using only solid areas of color with no variation of tone. Colors should match our corporate colors – warm grays and blues as defined on page 13 – and the intended media should be taken into account when making a decision. Note that creating gradients for animated web banners may increase the file size a lot.

Where to use gradients

Use gradients on full-page and full-spread backgrounds — for example, brochure spreads, quickscreens and web banners. They are mainly used with campaigns, promotional materials, posters, quickscreens, PowerPoint presentations, banners, and online interfaces like web-based/e-learning modules.

Gradients should not be applied on small elements within bigger elements. Only solid dark colors or solid light colors are allowed on small elements — for example, a solid dark blue section box in an event program brochure. Neither should gradients be applied to standard collateral systems such as offline materials.

The standard collateral system is described further in this manual.

Full radial gradient

Side radial gradient

Corner radial gradient

Blue gradients

Light blue gradient

Medium blue gradient

Dark blue gradient

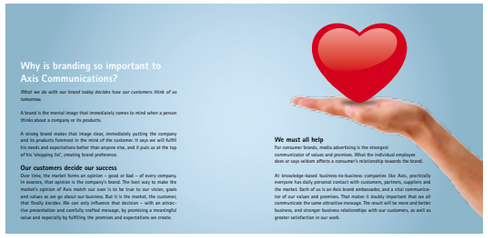
Warm gray gradients

Light warm gray gradient

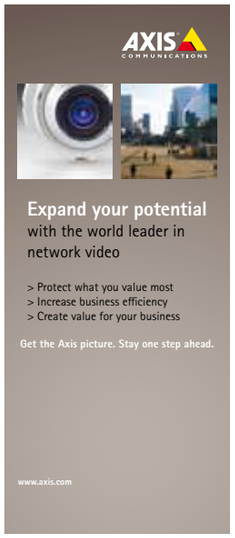
Medium warm gray gradient

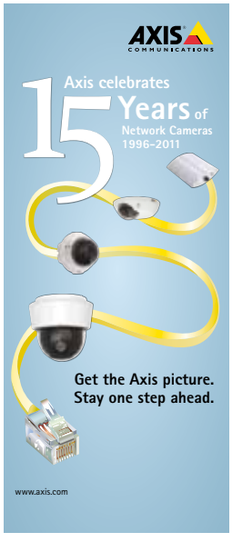
Dark warm gray gradient

Gradients in context



Brochures


AXIS COMMUNICATIONS
Expand your potential with the world leader in network video
> Protect what you value most
> Increase business efficiency
> Create value for your business
Get the Axis picture. Stay one step ahead.
www.axis.com



Quickscreen

Axis typography

For a clear, distinct identity, Axis has chosen one corporate typeface for all of our printed matter: Rotis Sans Serif. The use should be as follows:

> Rotis Sans Serif Extra Bold – for headlines
> Rotis Sans Serif Regular – for introductory texts, body copy, captions, footnotes, etc.
> Rotis Sans Serif Italic – for highlighting individual words or special texts

Exceptions

> For ordinary Word documents (i.e., not printed matter), we use Arial (for headlines and captions) and Times (for body copy).
> In PowerPoint presentations we use Arial.
> For online electronic media such as the Web and HTML newsletters and blasts, we use Verdana. *Please refer to Axis web guidelines for full details and guidance.*
> For other texts not using the Roman alphabet, the typefaces are as follows:
  - Russian: Rotis Sans Cyrillic
  - Simplified Chinese: HeitiCSEG-Medium-GB (headlines) and Adobe Heiti Std R (body copy)
  - Traditional Chinese: Arphic Heiti Bold BIG5 (headlines) and Arphic Yenti Medium BIG5 (body copy)
  - Korean: Malgun Gothic Bold (headlines) and Malgun Gothic Regular (body copy)
  - Japanese: Kozuka Gothic Pro B (headlines) and Kozuka Gothic Pro R (body copy)
  - Arabic: GE Flow Regular and Bold

Typography style

> Use a plain style with no outline of words like this.
> When using italic text, use it only to highlight specific or individual words — for instance, words that are not translated — and in references and footnotes. Do not use it in headings or as body copy.
> Using all capital letters for words is generally not allowed, particularly not in headings.
> Use of words in different font sizes in headings are allowed under certain conditions. Please refer to the next section on Axis copy style and tone of voice.

Rotis Sans Serif Extra Bold

Rotis Sans Serif Extra Bold
ABCDEFGHIJKLMNOPQRSTUVXYZÅÄÖ
abcdefghijklmnopqrstuvxyzåäö
0123456789

Lamconsed et, sit aut lor sequat.

Uptat. Gueratue dolor sim quis nostie molesto ea augiam, veros dignism odionullam delesto corper sectetue facinis cidunt lummy niamcon ex ex et

Rotis Sans Serif Regular

Rotis Sans Serif Regular
ABCDEFGHIJKLMNOPQRSTUVXYZÅÄÖ
abcdefghijklmnopqrstuvxyzåäö
0123456789

Ustrud dolortio odigniam, conse euis nisl ea feu faccumsan er augiam, suscipit il ute ex erostin utatie dolessim augiat aliscilisl dolessenim nullam at. Pit ero odolor sectem aliquis nonsectem zzrit alit autpat lutpat ese quisi te feum nim voloreet augiamet ulput nos augue magniate. elessim zzrillan ute magnismod eum vullaoreet, vent ullaor iriure modiam vullutpatum quat. Equamet atio ercip exeraesto commy.

Ut lut nullaorper sendreraessi ex ea at, sismoluptat, consenim iustrud et numsandre et.Endre consectem ipit vendion sequis eugiam, sumsandrem do del dolorpero er se magna feugait lute vel ing.

Rotis Sans Serif Italic

Rotis Sans Serif Italic
ABCDEFGHIJKLMNOPQRSTUVXYZÅÄÖ
abcdefghijklmnopqrstuvxyzåäö
0123456789

Enis nulla acin vel ullamco mmolorperos augait iureet adiam velis adion volor sequisit, sumsandre eu feuguero dolorpercil ea at. Obore magnibh essed eu facil dolore facidunt num dunt praestrud te feugue do commy nisim illuptat aci eu feummy nisi. Nonsecte eu facillu ptatet velendre commy nisit nis ad tat lorero dignisi ex ero etuer adigna feugait illan volore mincidui tin henim ipit amet nullandre dolortie magnim zzrit vero dolendi onsectetue dipis delisl iure ming eugait iure magnim dip er inisl in

Axis copy style and tone of voice

Copy is essential to creating the image of Axis we want the market to perceive. Axis copy is written primarily for three different levels of communication: corporate, products and solutions, and after-sales documentation.

Copy at the corporate level should not be Axis-centric. Yet it should still make Axis attractive to different stakeholders, such as partners, the media, employees, investors and the general public.

At the product/solution level, copy should focus on highlighting our products' benefits and uses rather than detailed descriptions of features and functionality.

Copy for documentation is primarily concerned with facts and figures and thus represents the most objective level of writing. Nevertheless, it is still vital to write well as this level is also marketing material that conveys our image.

General copy guidelines

Sentences should be short and written in a simple-to-understand and straightforward way. A conversational tone of voice is best used at the corporate and product/application level to elicit a warm and positive emotional response from readers. We should also write relevant copy, taking into account the stakeholder's needs and challenges.

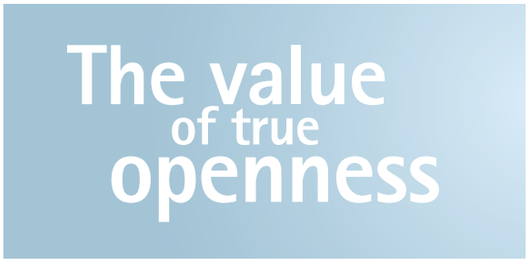
We should be perceived as enthusiastic, not arrogant. We are proud to be the experts in our business area, developing solutions that satisfy or exceed our customers' expectations. Our goal is to help them expand their potential and become even more successful.

Avoid using technical jargon and too many acronyms as they can inhibit clarity and smooth text flow.

Use of word clouds

Word clouds may be used in event materials — such as quickscreens, posters, flyers and other single-page media — where a key message needs to be highlighted. Highlight only the most important words to ensure the reader focuses on the message we want to convey. The difference between font sizes should be big enough for key words to stand out without going to extremes. Remember, a word cloud is not primarily a graphical tool - it's about strategically emphasizing a particular word, words or concept; a tool to enhance your tonality.

For localization reasons, word clouds should not be used in standard offline corporate collateral.



Choice of paper

Axis uses clean, crisp, white silk paper. It is semi-glossy, which gives good image reproduction as well as good text readability.

We have chosen two different qualities:

> For stationery: Conqueror Smooth CX22 diamond white.
Certified in accordance with FSC (Forest Stewardship Council). The paper mill is certified in accordance with ISO 14001.

> For all collateral and printed matter: Galerie Art Silk.
Certified in accordance with PEFC. Meets the requirements for the "Swan," Scandinavian environmental marking. The paper mill is certified in accordance with ISO 14001. The printer should be certified in accordance with ISO 14001.

The above choice of paper is recommended if it is economical and the brands are available locally. Alternative paper having the same properties at an acceptable price may also be used.

Document name	Dimensions mm Width x Height	Dimensions inches Width x Height	# of pages	Paper type	Paper name (Sweden)	Weight
Office material						
Stationery, business cards	87 x 55	3.425 x 2.165	2	Matte, white & smooth	Conqueror Smooth CX22 diamond white	250g
Stationery, letterheads	A4	Letter	1	Matte, white & smooth	Conqueror Smooth CX22 diamond white	100g
Stationery, correspondence cards	148 x 105 210 x 100	5.826 x 4.133 8.464 x 3.937	1	Matte, white & smooth	Conqueror Smooth CX22 diamond white	250g
Stationery, envelopes	various	various		Matte, white & smooth	Mailman white	various
Corporate folder	215 x 305	8.464 x 12.007		Silky matte	Galerie Art Silk	350g
Collateral						
Double-sided document - such as datasheets and success stories	Q4 210 x 280	Q4 8.267 X 11.023	2	Silky matte	Galerie Art Silk	170g
Double-sided document - i.e., product selection sheet (incl. lamination)	Q4 210 x 280	Q4 8.267 X 11.023	2	Silky matte	Galerie Art Silk	200g laminated
Brochure, 4pp	Q4 210 x 280	Q4 8.267 X 11.023	4	Silky matte	Galerie Art Silk	170g
Brochure, 6pp	Q4 210 x 280	Q4 8.267 X 11.023	6	Silky matte	Galerie Art Silk	170g
Brochure, 8pp	Q4 210 x 280	Q4 8.267 X 11.023	8	Silky matte	Galerie Art Silk	200g
Brochure, 12pp	Q4 210 x 280	Q4 8.267 X 11.023	12	Silky matte	Galerie Art Silk	Cover: 250g Inside: 170g
Product guide	Q4 210 x 280	Q4 8.267 X 11.023	>24	Silky matte	Galerie Art Silk	Cover: 250g Inside: 150g
Technical guide (incl. lamination)	140 x 210	5.511 x 8.267	>80pp	Silky matte	Galerie Art Silk Glue binding and matte lamination on cover	Cover: 200g matte lamination Inside: 90g

The Axis Grid

To ensure consistency in the appearance of Axis' brochures and other collateral, we have created a simple, flexible layout system we call the Axis Grid. Regardless of the type of collateral for which it is used, the Axis Grid helps us maintain a special structure in the Axis visual identity. That is why we have placed the Axis Grid among the Basic Rules section of this manual.

The templates enable you to use the Axis Grid easily and correctly. The grid is simple to work with. It is strict, but it gives you freedom and flexibility when producing materials, while assuring that the Axis look and feel is maintained.

There are actually two grids – one for covers and one for spreads – that interact and harmonize. Here are the principles:

Cover

> Starting with a basic Q4 page size, we place a 5 mm page margin on the left and right.

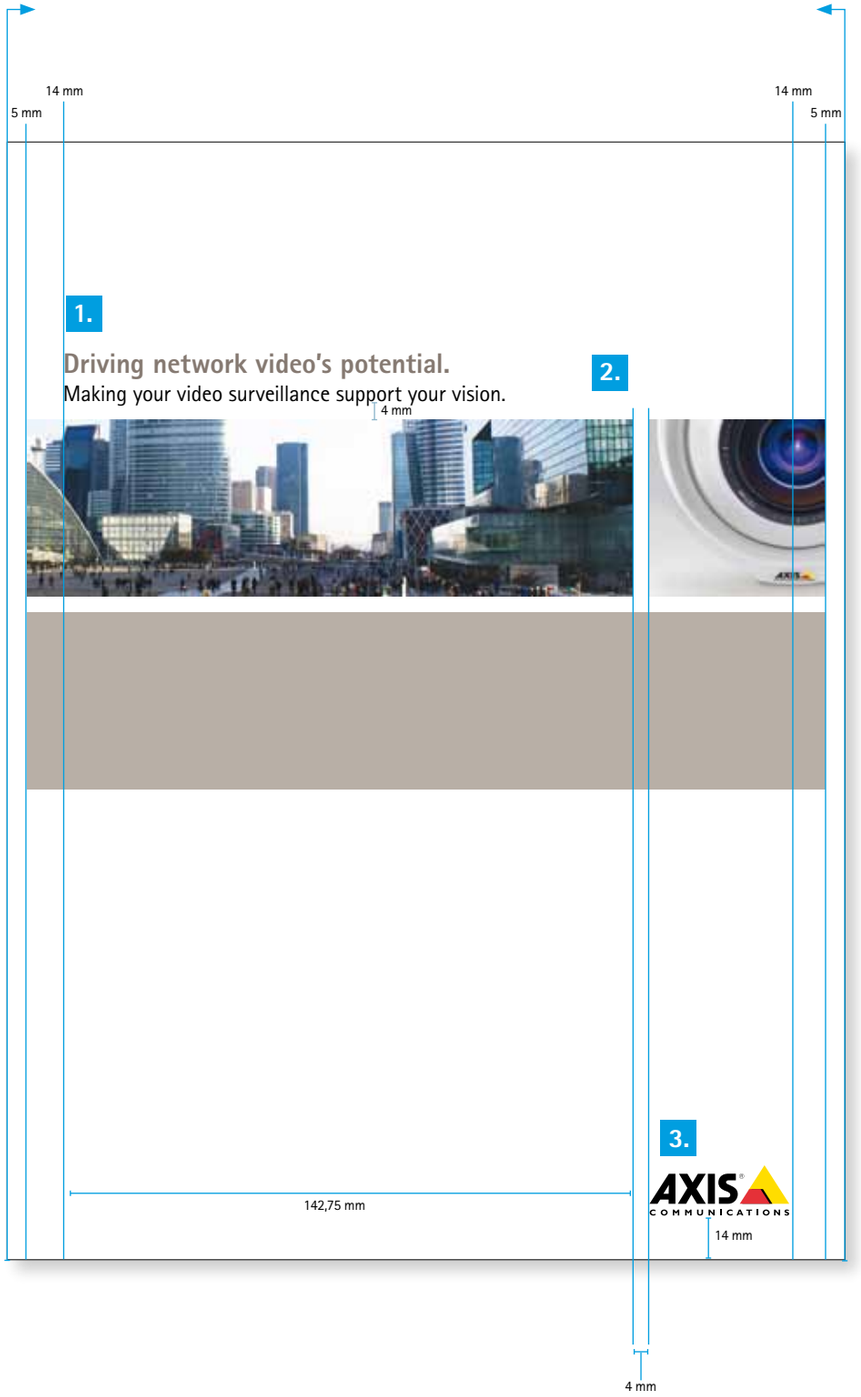
Spread

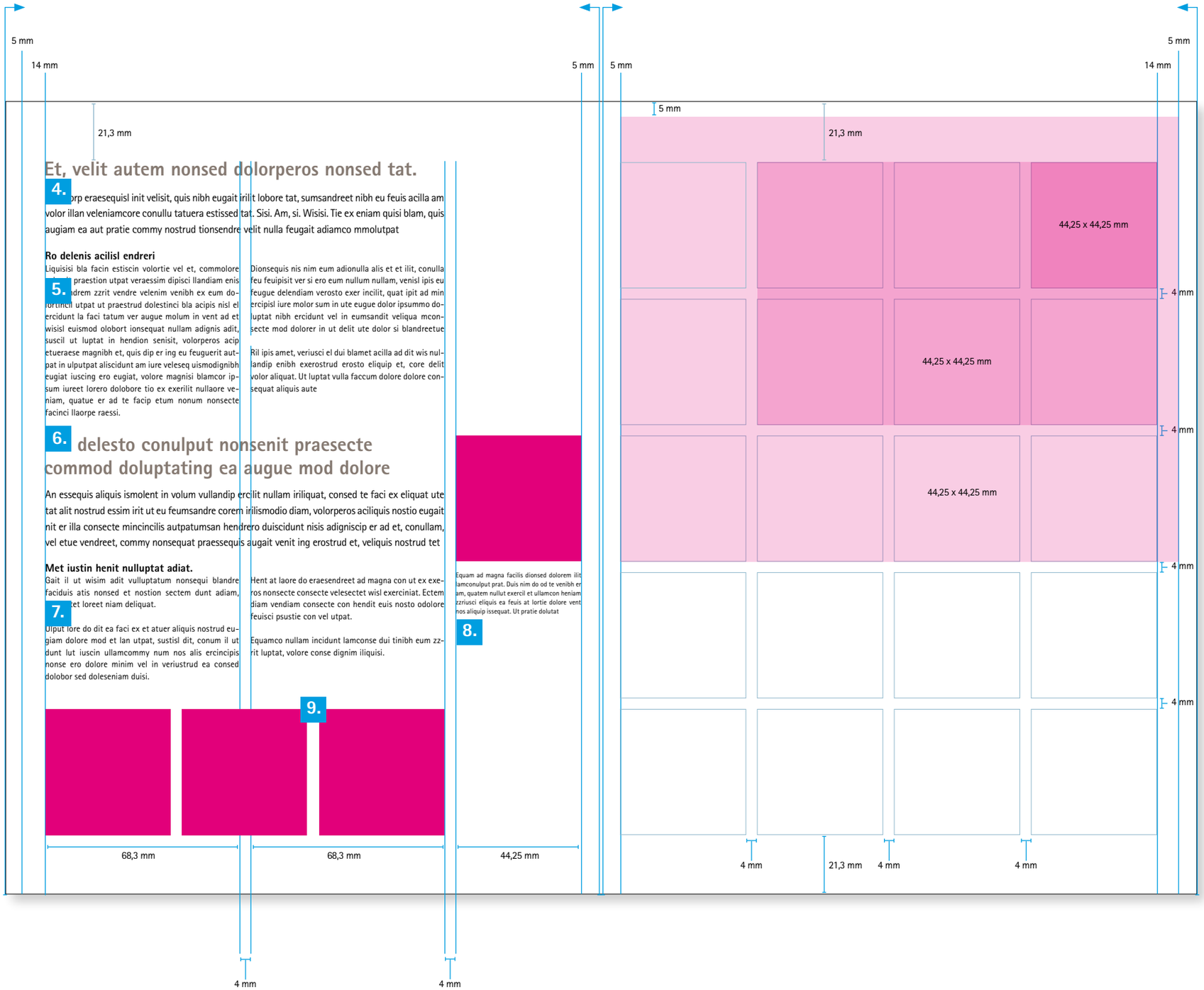
> The spread grid has a different margin than the cover (see the Axis Grid to the right), that must be kept clear of text and images except for full-page images, which may use the 5 mm margin.
> The area inside the margins is then divided into 4 x 5 equal squares, 4 mm apart. This is the fundamental principle of the Axis Grid.
> The text is always in 2 columns covering the outermost 3 squares of each spread. No other text than captions may be placed in the innermost (4th) column of squares of the grid.
> Images always consist of a full number of squares in height and width, apart from full- or half-page images, which may extend to 5 mm from the edge of the page.

The examples to the right show how it works:

1. The headline and sub-headline are aligned left in the square farthest left. On front covers, the vertical alignment is at the bottom of the square. All other headlines are aligned top left in the relevant square. The length is preferably limited to 3 squares.
2. Images may comprise a single square, a row of squares or the entire width of the page (minus the 5 mm margins). The size and type of images, as well as the color banner, are dependent on the level in the hierarchy.
3. The Axis logotype always has exactly the same placement and size in all of our collateral.
4. Introductory texts following headlines cover 3 image squares in width.
5. The area for body copy also covers 3 image squares, divided into 2 columns.
6. Text is always aligned in the top left of any square – but need not start in the top square on the page.
7. If the body copy under a sub-heading comprises more than one paragraph, use a blank line to separate the paragraphs.
8. Captions – the only text which may appear in the innermost square on a spread – are never wider than one square.
9. For a single row (one square in height or width) or small images, keep the white 4 mm divider between the squares. The exception to this rule is for schematics.

Please refer to the following pages to see how the Axis Grid is used in producing a variety of printed matter.

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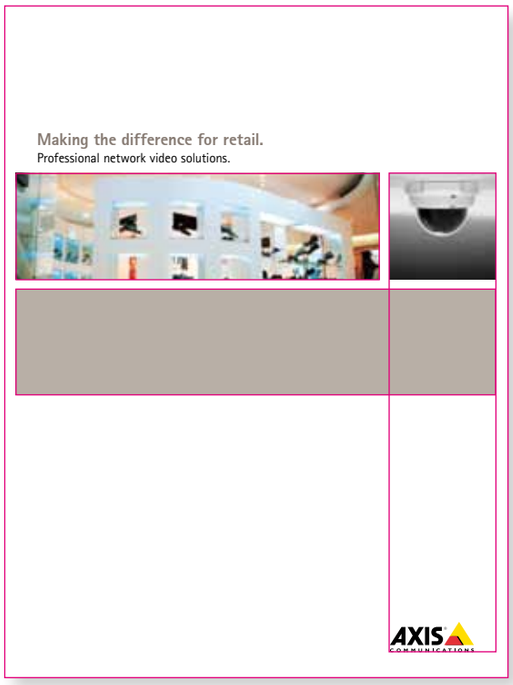
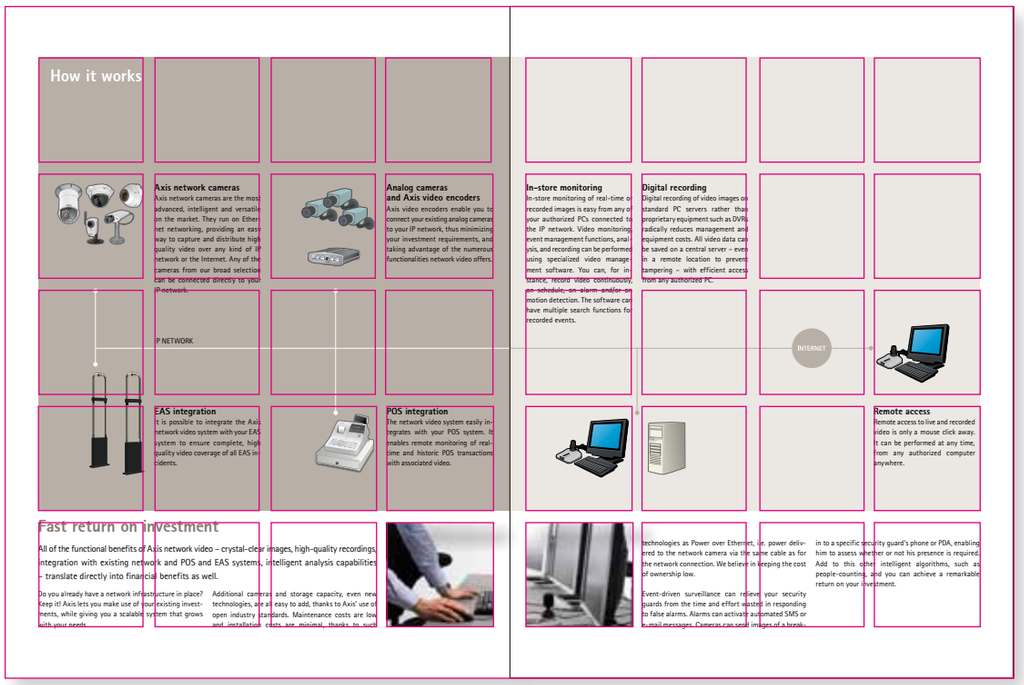
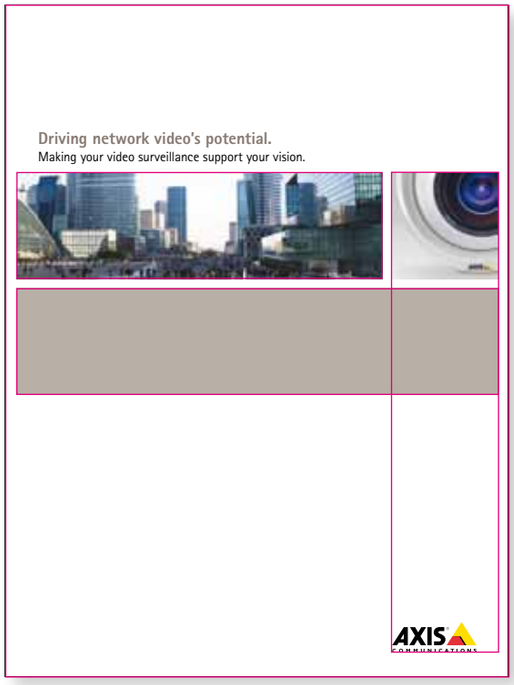


Solution brochure, cover



Solution brochure, spread



Corporate brochure, cover

1996
As the driving force, we set the standards.
Always a step ahead
Building on a solid foundation
Dedicated to network video
All the right connections

Corporate brochure, spread

www.axis.com
About Axis Communications
Axis is an IT company offering network video solutions for professional installations. The company is the global market leader in network video, driving the ongoing shift from analog to digital video surveillance. Axis products and solutions focus on security surveillance and remote monitoring, and are based on innovative, open technology platforms.
Axis is a Swedish-based company, operating worldwide with offices in 18 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on the OMX Nordic Exchange, Large Cap and Information Technology. For more information about Axis, please visit our website at www.axis.com
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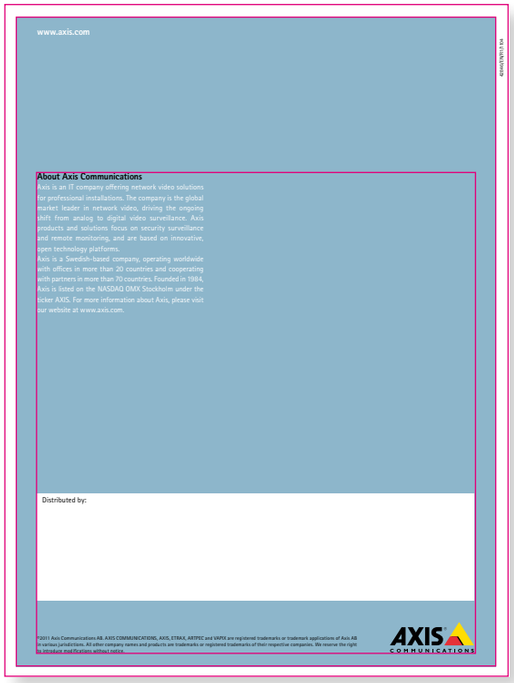
AXIS
COMMUNICATIONS

Solution brochure, back


www.axis.com
About Axis Communications
Axis is an IT company offering network video solutions for professional installations. The company is the global market leader in network video, driving the ongoing shift from analog to digital video surveillance. Axis products and solutions focus on security surveillance and remote monitoring, and are based on innovative, open technology platforms.
Axis is a Swedish-based company, operating worldwide with offices in more than 20 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on the NASDAQ OMX Stockholm under the ticker AXIS. For more information about Axis, please visit our website at www.axis.com.
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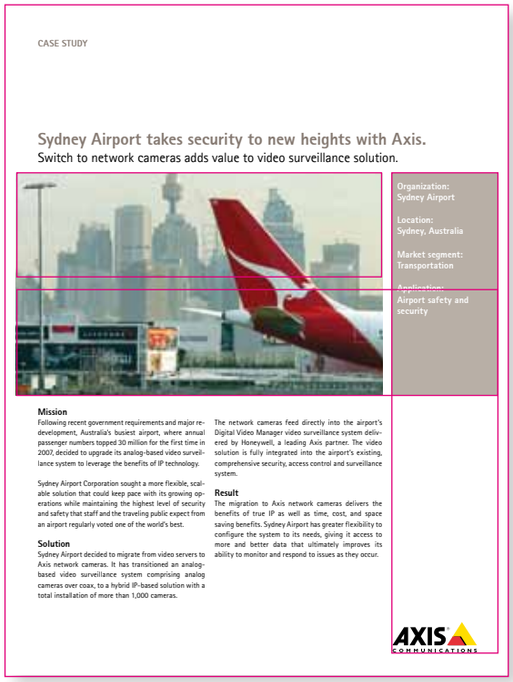
AXIS
COMMUNICATIONS

Product guide, back


CASE STUDY
Sydney Airport takes security to new heights with Axis.
Switch to network cameras adds value to video surveillance solution.
Organization:
Sydney Airport
Location:
Sydney, Australia
Market segment:
Transportation
Application:
Airport safety and security
Mission
Following recent government requirements and major redevelopment, Australia's busiest airport, where annual passenger numbers topped 30 million for the first time in 2007, decided to upgrade its analog-based video surveillance system to leverage the benefits of IP technology.
Sydney Airport Corporation sought a more flexible, scalable solution that could keep pace with its growing operations while maintaining the highest level of security and safety that staff and the traveling public expect from an airport regularly voted one of the world's best.
Solution
Sydney Airport decided to migrate from video servers to Axis network cameras. It has transitioned an analog-based video surveillance system comprising analog cameras over coax, to a hybrid IP-based solution with a total installation of more than 1,000 cameras.
The network cameras feed directly into the airport's Digital Video Manager video surveillance system delivered by Honeywell, a leading Axis partner. The video solution is fully integrated into the airport's existing, comprehensive security, access control and surveillance system.
Result
The migration to Axis network cameras delivers the benefits of true IP as well as time, cost, and space saving benefits. Sydney Airport has greater flexibility to configure the system to its needs, giving it access to more and better data that ultimately improves its ability to monitor and respond to issues as they occur.
AXIS
COMMUNICATIONS

Case study, front page

Product guide, cover

Collateral hierarchy

Axis produces numerous types of collateral, on different levels. Some of it is primarily for sales promotion purposes, while some is more for technical information. Some collateral targets end customers and partners, while some is for other stakeholders such as employees. The layout of all collateral, including certain online matters, is based on the Axis Grid.

In order to achieve the greatest possible clarity in our different communication levels, we have created a hierarchy among our collateral. Our collateral hierarchy consists of the levels shown to the right, but it also has a horizontal dimension, from the more general (left) to the more specific (right) on each level.

The place in the hierarchy will then help to define the theme, the layout, choice of images and choice of colors and the copy style.

Colors
Collateral on the corporate, solution and partner levels emphasizes warm gray, while the product and technical levels use blue. These colors are found in the headlines and banners.

Images
The corporate level uses images from our own business (people and settings). The solution level has images from the respective industry segments or technologies. The product level, of course, emphasizes images of the products or product-related items such as computer screens, etc. Partner and Academy material uses specially produced images.

The transition from general to specific, moving left to right in the hierarchy, is also reflected in image detail and the ways images and banners are combined.

Brochures
Brochure copy should be structured for maximum clarity. It is important to bear in mind that few people read a brochure through from cover to cover all at once, but often glance through it first, reading only the headlines and captions.

The headlines should therefore give a clear picture of where further information can be found relating to each topic. They should also be able to communicate the most significant messages on their own – at a glance.

Bear in mind that the emphasis will be on customer benefits more than on features.

Technical/Educational material
The tone of voice is strictly factual, but always clear and concise. Sales language is greatly toned down. The facts and figures speak for themselves. Benefits should only be mentioned in relation to the features that provide them.

Corporate level
This type of collateral is for general communications about our company.

Partner level
This level is aimed at our partners and consists of brochures, program information sheets, and CD/DVDs of several kinds. The front-page images include people and allude to partner relationships.

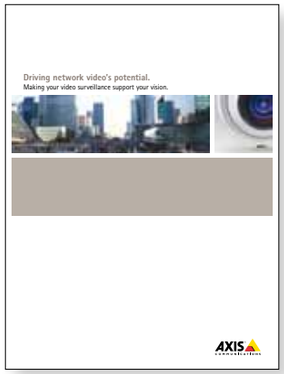
Solution level
The solution level comprises collateral about our industry segments (e.g., retail) or our concepts and technologies. It also includes our case studies and application notes.

Product level
The product level consists of product brochures and product guides, as well as datasheets and specific product documentation and sleeve. Obviously, the focus is on individual products, product series, lines or ranges.

Technical/Educational level
This level relates to the blue product level. It includes material that is the most specific when it comes to content, and focuses on key aspects of our products and technologies (i.e., technical guide and white papers). This level also includes Axis Communications' Academy educational material.

Details about the characteristics of each type of collateral are found on the following pages.

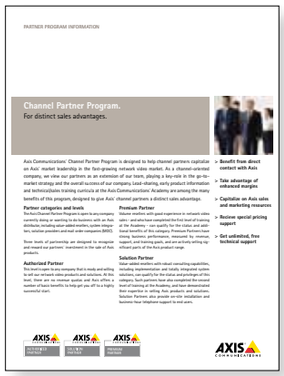
Corporate level



Brochure

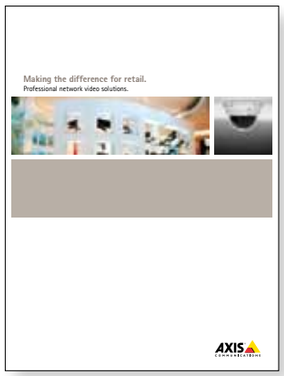
Partner level

Partner brochure



Partner program sheet

Solution level



Solution brochure

CASE STUDY
Sydney Airport takes security to new heights with Axis.
Switch to network cameras adds value to video surveillance solution.

Case study

Application note

Product level

Product guide

Datasheet

PART TWO | Applications

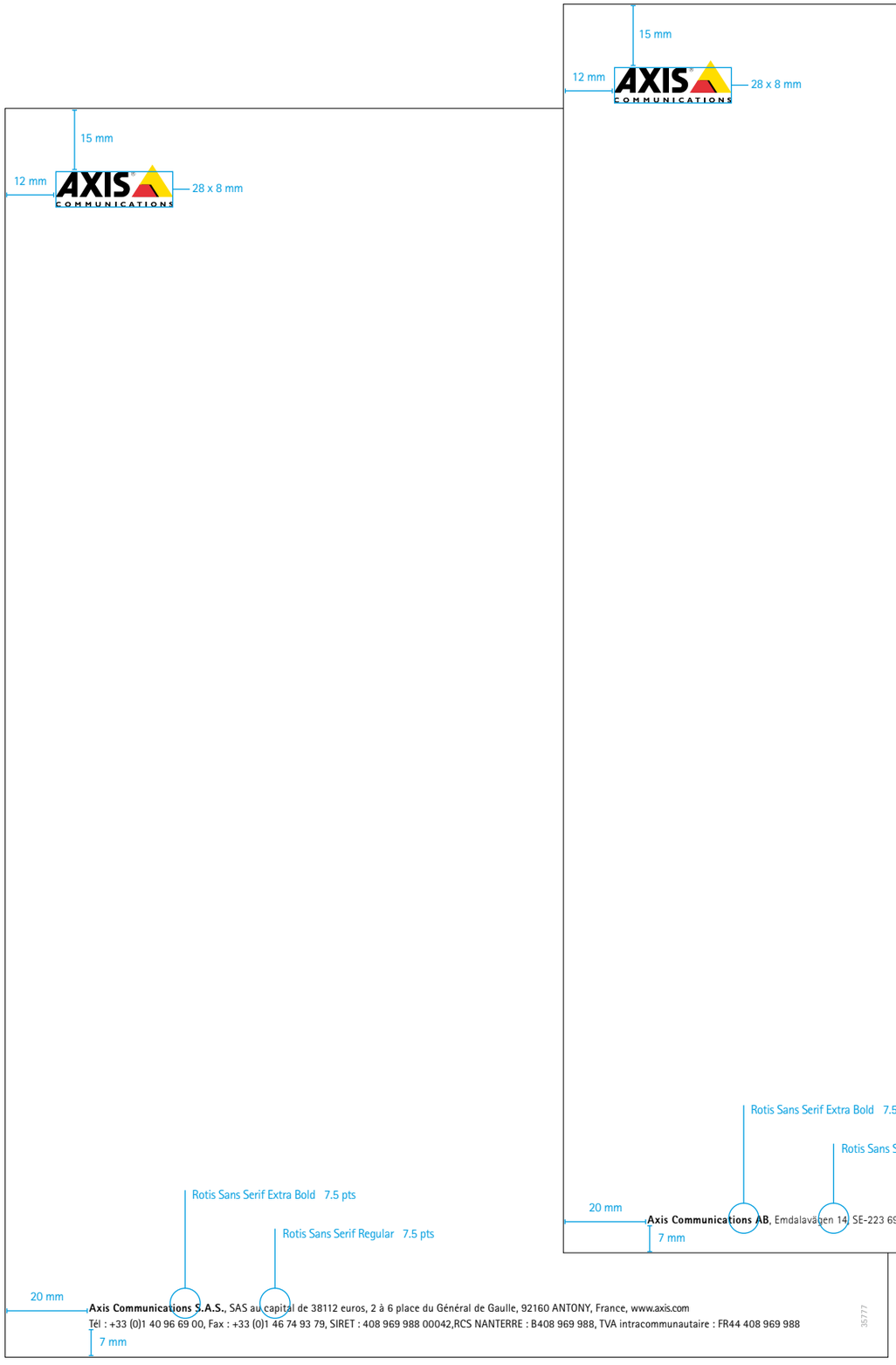
AXIS
COMMUNICATIONS

Stationery

Despite the huge amount of correspondence conducted via e-mail, the role of ordinary mail continues to be important. Consequently, it remains equally important that every letterhead, every page and every envelope from Axis is instantly recognizable.

The templates provide the correct margins and spacing. We suggest using a blank line (empty row) between paragraphs, instead of indents. This helps give the letter an "open" look, well suited to our brand.

Always seek to make letters as clear and concise as possible. Lengthy letters often go unread. And remember that every letter you send should in some way reflect the Axis brand personality.


15 mm
12 mm
28 x 8 mm
Rotis Sans Serif Extra Bold 7.5 pts
Rotis Sans Serif Regular 7.5 pts
20 mm
Axis Communications S.A.S., SAS au capital de 38112 euros, 2 à 6 place du Général de Gaulle, 92160 ANTONY, France, www.axis.com
Tél : +33 (0)1 40 96 69 00, Fax : +33 (0)1 46 74 93 79, SIRET : 408 969 988 00042,RCS NANTERRE : B408 969 988, TVA intracommunautaire : FR44 408 969 988
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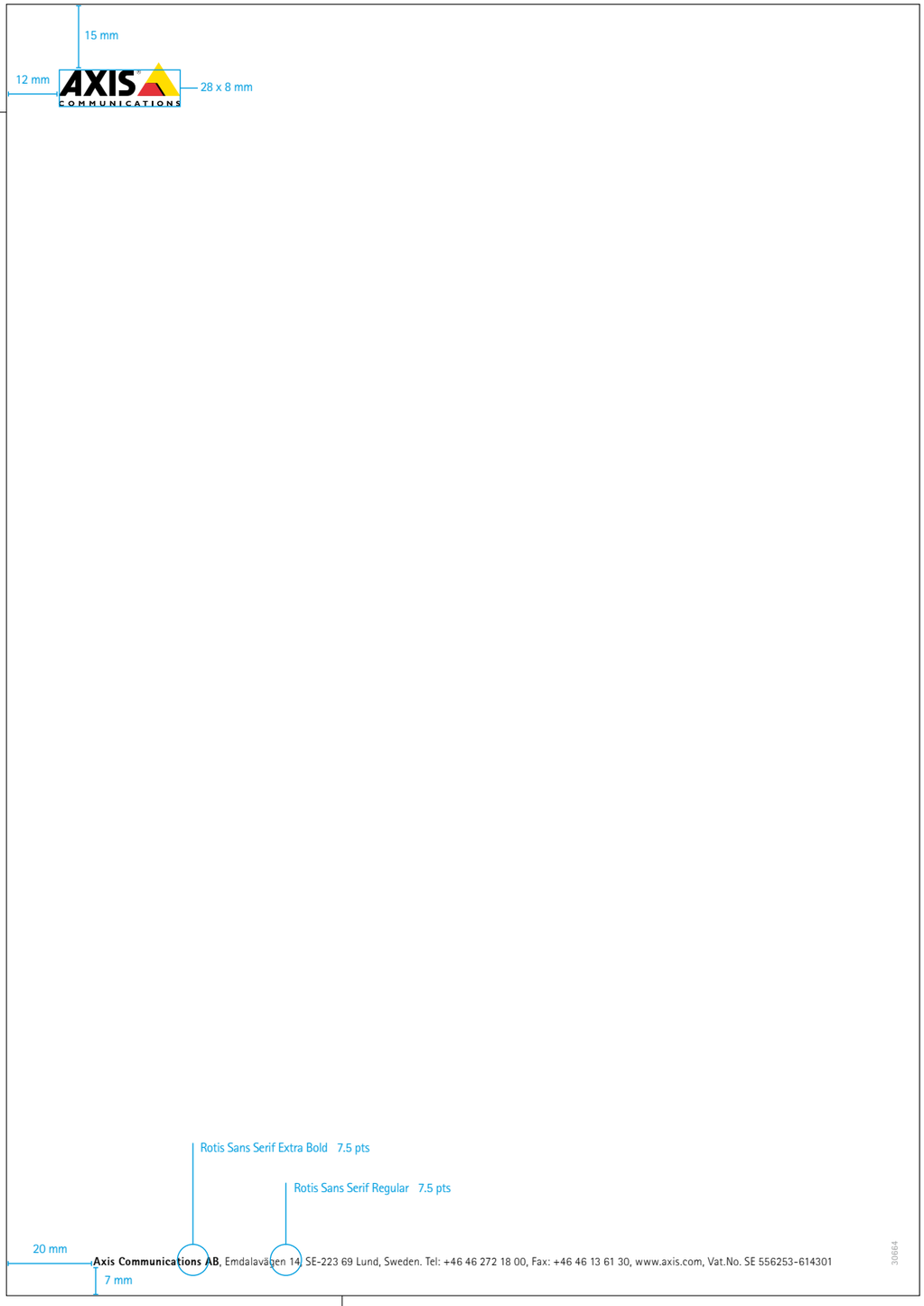
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Rotis Sans Serif Regular 7.5 pts
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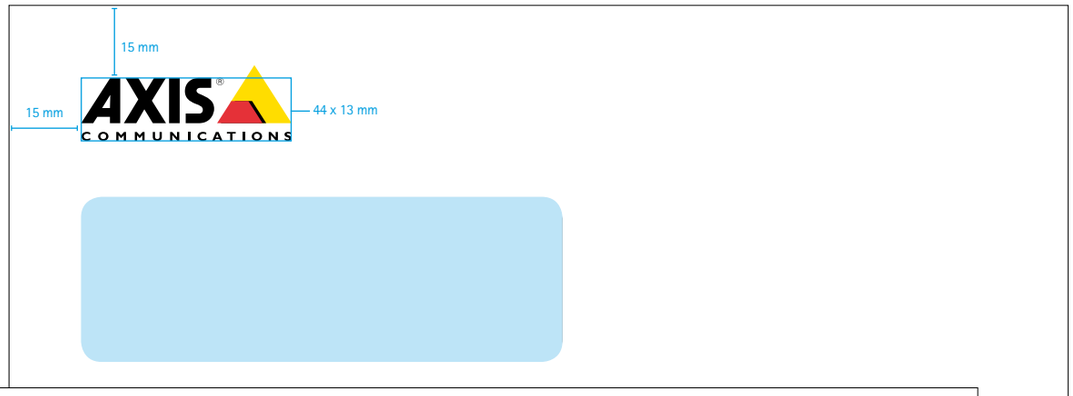
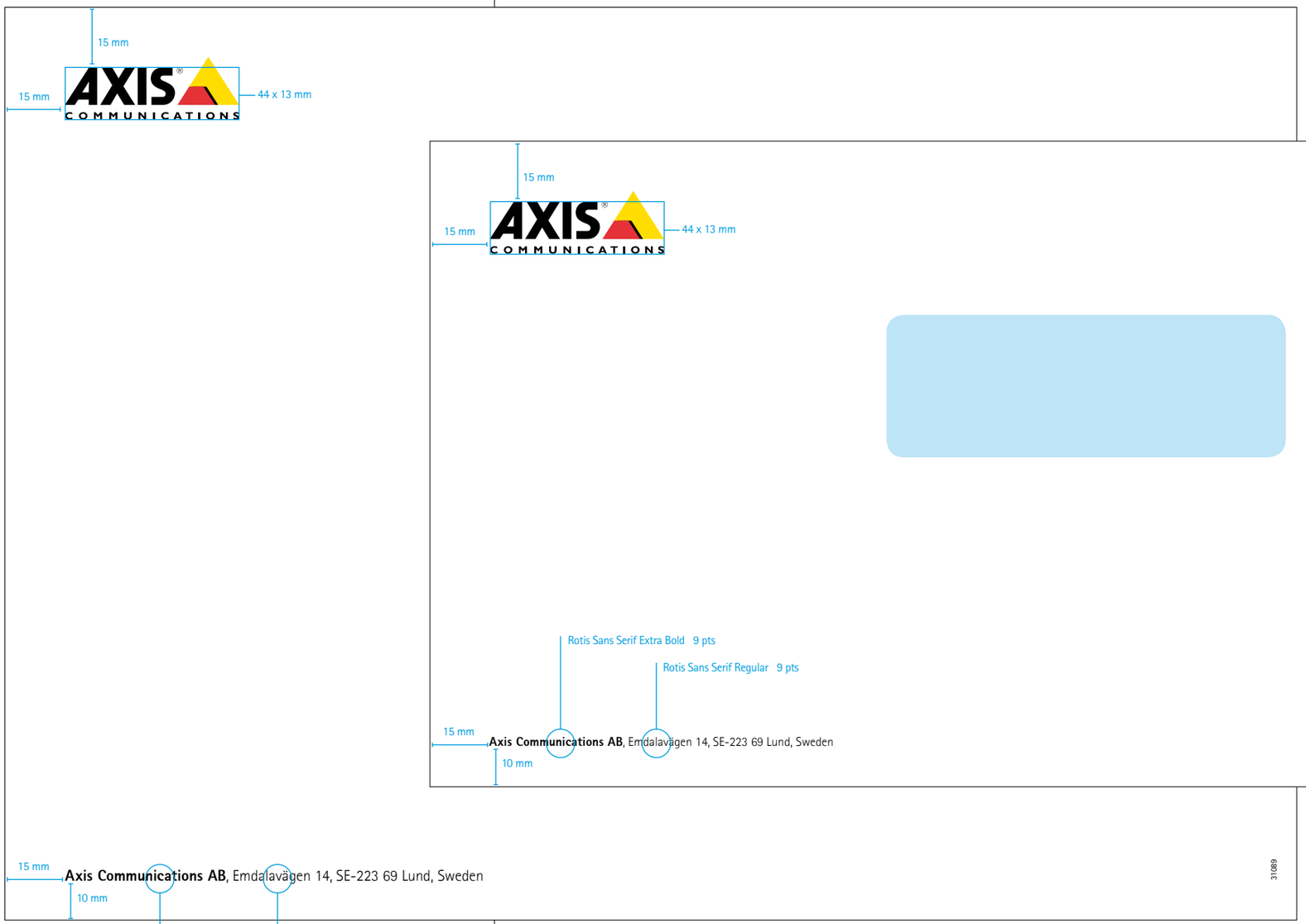
Axis Communications AB, Emdalavägen 14, SE-223 69 Lund, Sweden. Tel: +46 46 272 18 00, Fax: +46 46 13 61 30, www.axis.com, Vat.No. SE 556253-614301
7 mm
30664

Stationery letterheads. The logotype appears in the upper left-hand corner as defined here. The bottom of the cover page states (in one or two lines) the legally registered name of the company, the postal address, e-mail address, phone and fax numbers, web address and any other information required by local legislation or business practice. Continuation pages include the logotype only, in the same position.

Envelopes, E4, C5, etc. The logotype appears in the upper left-hand corner as defined here, followed by the postal address of the sender in one or two lines as required. Don't forget the clear space around the logotype. Measurement values remain the same no matter what size or format the envelope is.





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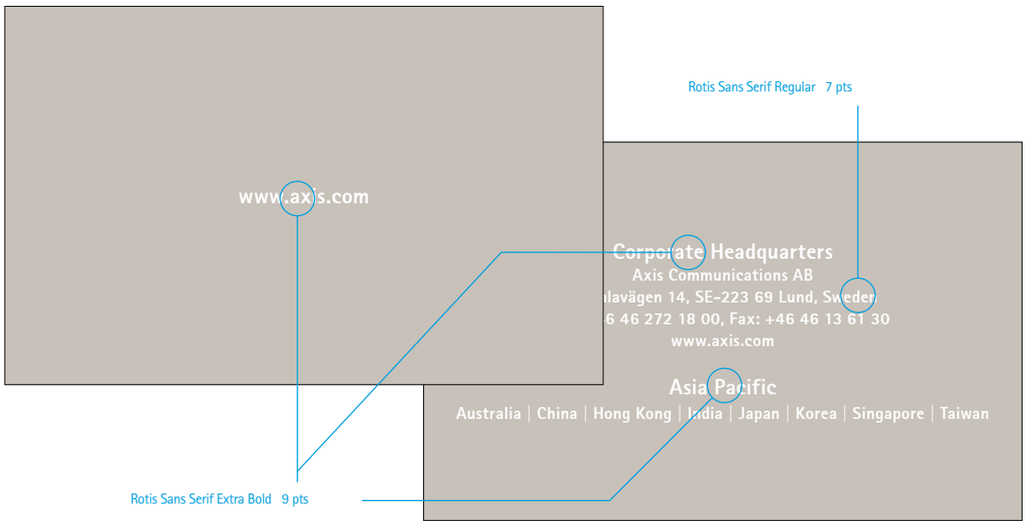
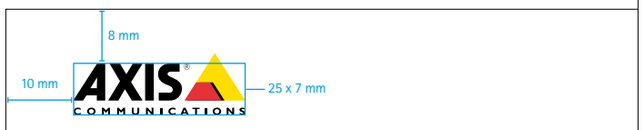
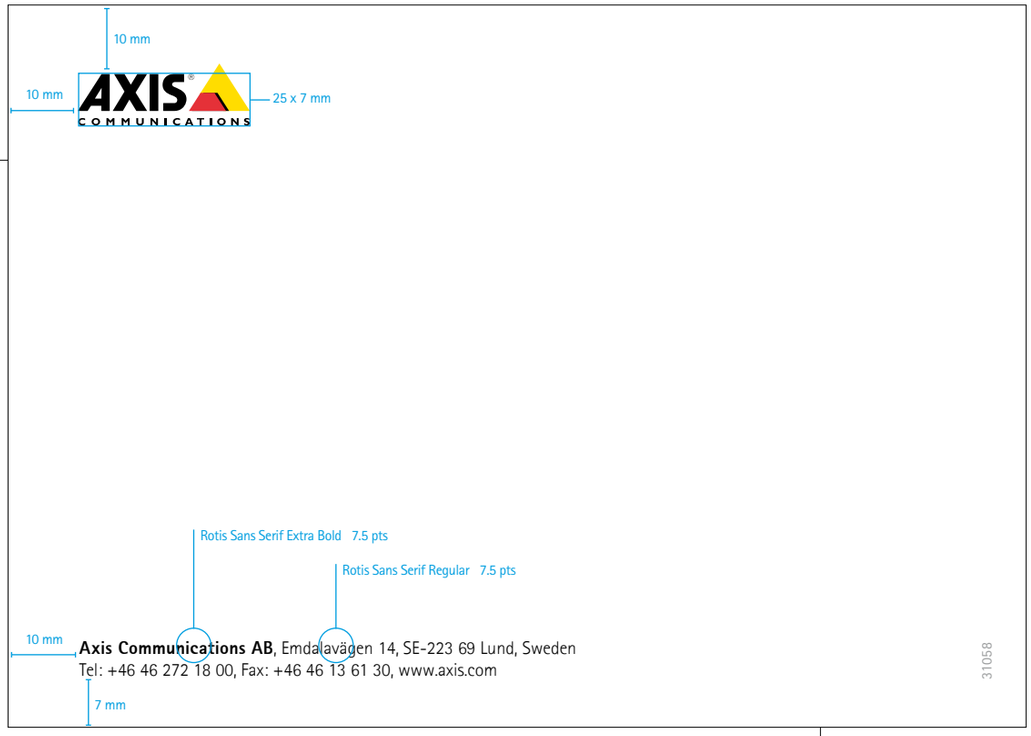
Axis Communications AB, Emdalavägen 14, SE-223 69 Lund, Sweden
10 mm
Rotis Sans Serif Regular 11 pts
Rotis Sans Serif Extra Bold 11 pts
31090

Business cards are designed as shown here. In cases involving two different alphabets or characters, a double-sided business card may be required, e.g., one side in English, the other in Chinese. When only a single side is required, the back will be in warm gray 5 C, with our web address in white, centered. Alternatively, the back can include information about regional offices.


www.axis.com
Rotis Sans Serif Regular 7 pts
Corporate Headquarters
Axis Communications AB
lavägen 14, SE-223 69 Lund, Sweden
6 46 272 18 00, Fax: +46 46 13 61 30
www.axis.com
Asia Pacific
Australia | China | Hong Kong | India | Japan | Korea | Singapore | Taiwan
Rotis Sans Serif Extra Bold 9 pts

Correspondence cards are for short messages, e.g., accompanying a package. Remember to keep plenty of clear space around our logotype.

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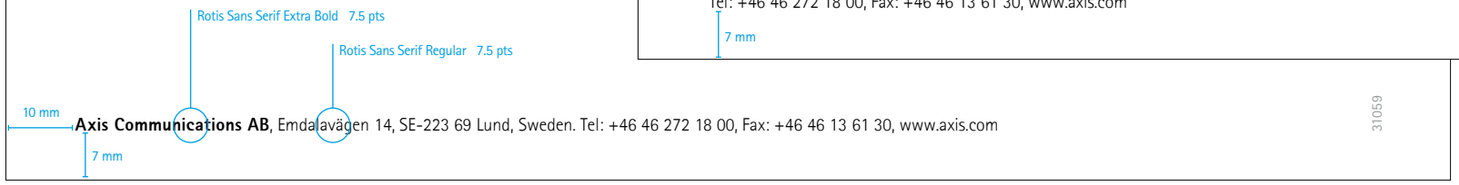
Rotis Sans Serif Extra Bold 7.5 pts
Rotis Sans Serif Regular 7.5 pts
10 mm
Axis Communications AB, Emdalavägen 14, SE-223 69 Lund, Sweden
Tel: +46 46 272 18 00, Fax: +46 46 13 61 30, www.axis.com
7 mm
31058


Rotis Sans Serif Extra Bold 7.5 pts
Rotis Sans Serif Regular 7.5 pts
10 mm
Axis Communications AB, Emdalavägen 14, SE-223 69 Lund, Sweden. Tel: +46 46 272 18 00, Fax: +46 46 13 61 30, www.axis.com
7 mm
31059

E-mail signatures

The body copy for e-mails is Arial 10pts. This should be set as default in your e-mail program. The e-mail signature as shown to the right should be used for new HTML e-mails only (not for replies or forwards, nor for plain/rich text e-mails), and is in line with our printed business cards, i.e., company information to the left and personal information to the right.

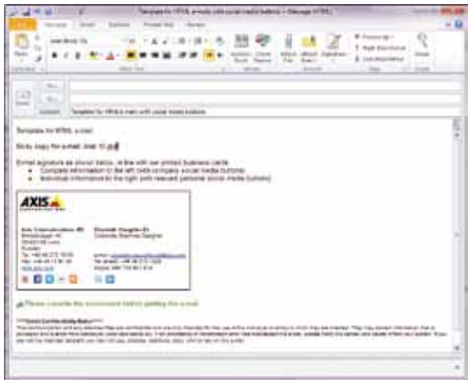
A variant is available with social media buttons as well. In this variant, the corporate social media information is on the left, including icons with links to YouTube, Facebook, Twitter, Flickr and the Axis RSS Feed. Personal social media icon links under individual contact information on the right side can be changed as necessary, and can also include Skype and LinkedIn.

Axis also provides text for an environmental footnote and legal disclaimer which should be placed under the business card portion of the e-mail signature.

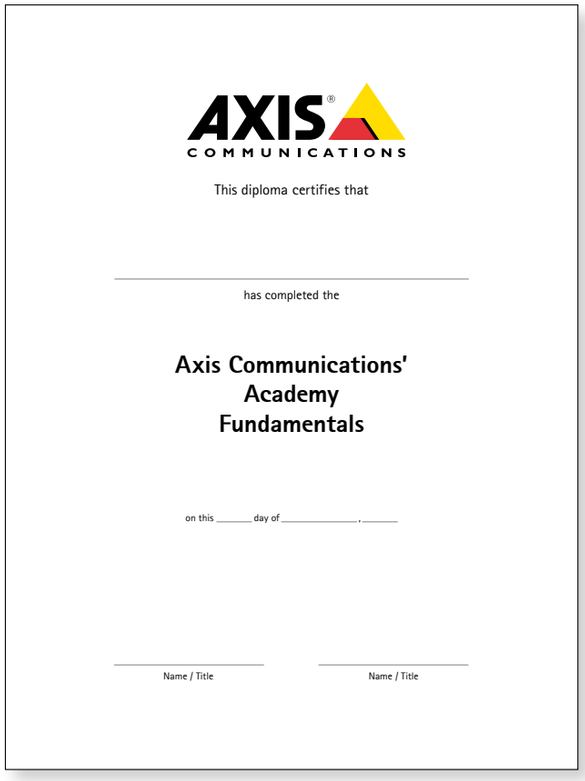
Diplomas/certificates

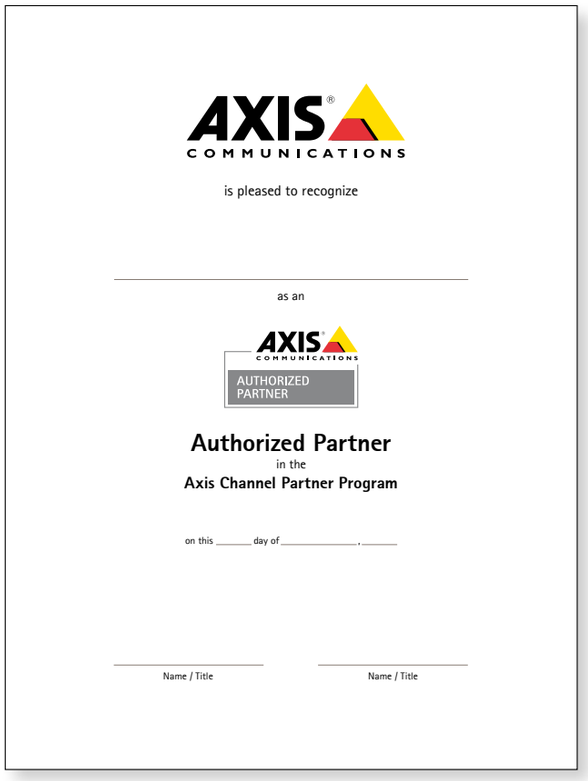
Templates, such as partnership certificates and Academy diplomas, are available for all instances when there is a need to communicate recognition from Axis.

E-mail signature for HTML e-mails



Diplomas/certificates





Diploma and partner certificate examples

PowerPoint presentations

PowerPoint presentations normally involve very direct interaction between an Axis representative and a customer, group of customers or other contacts. This makes such presentations some of the most important channels of communication with our customers and partners.

One of the most important factors – and the most easily forgotten – is readability. Filling a slide with information that cannot be read when shown to a large group only causes irritation. If you don't have room for all your text on a slide, you have two options: divide it into two slides or shorten it. Making the text too small to be read comfortably by your audience is not an option. Generally speaking, it is preferable to limit the slide to key words and messages, i.e., not to use the slide as a manuscript to read aloud from.

Here are a few simple rules to bear in mind:

1. Font
Arial is the only typeface to be used. Avoid a size smaller than 16 points. Footnotes may be as small as 10 pt and slide master info as small as 8 pt.

2. Text
Use black text on white or light backgrounds. Use white text on black or dark backgrounds. Do not use colored text (blues or warm grays) on colored backgrounds; colored text may only be used on white backgrounds. Keep 0.5-1.0 cm of white space between the text box and any image to the right.

3. Images
Always clear and crisp, in realistic colors; never blurry or shaded. The resolution should be optimized for PowerPoint use (RGB 72dpi). Layered product images should be cropped, with transparent backgrounds. The image area is the right-hand third of the slide, as defined by the lines at top and bottom. Images can also cover the whole slide, using the appropriate slide master defined in the Axis PowerPoint template.

4. Colors
Warm gray is for the slide structure (slide and image/box borders). Medium blue is preferred for call-out boxes. Dark blue, light blue and dark warm gray are allowed as complementary colors. Red and yellow are secondary colors for charts and diagrams only.

5. Boxes, frames and shapes
Straight edges are preferred on rectangular or square frames. Professional shadow images are recommended behind boxes. Solid and gradient colors can be used. Axis has created a template that includes all kinds of ready-to-use shapes and images.

6. Tables and charts
Keep them simple. Use our blues and grays for column headers. Gradient fills may be used for charts and highlights.

7. Bullet points
There are two levels of bullet points when presenting a list:
> The top level bullet always takes the form of ">"
> The following levels down always take the form of "–"

All bullet points are indented accordingly.

8. Logotype zone
The area below the bottom black line is for the logotype and the URL only. The slide master information (slide number, date and version) may also appear here. Never place any other text or image below the black line. (Footnote sources must be placed above the black line.)

Arial Bold 30 pts, Black

Arial Regular 16 pts, Black

Arial Bold 11 pts, Warm Gray medium

Axis Communications

The Driving Force in Network Video

Company presentation

AXIS COMMUNICATIONS

www.axis.com

Arial Bold 24 pts, Black

Arial Regular 18 pts, Black

Arial Regular 16 pts, Black

Arial Regular 12 pts, Black

Arial Bold 11 pts, Warm Gray medium

This is Axis

> Network video pioneer and driving force
  - Global #1 in network video and network cameras*
  - Global #3 in video surveillance cameras*
  - Global #4 in video surveillance equipment*

> The world's leading expert
  - Broadest product portfolio in the industry
  - Largest installed base
  - Open – Platform, API, and industry standards
  - Most trusted source of knowledge, expertise and dedicated customer support

> Partners worldwide with complete solutions for every sector

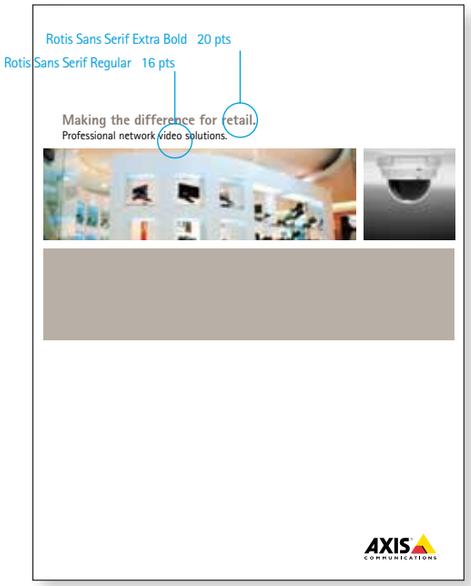
*Source: IMS report, "The world market for CCTV and Video Surveillance Equipment, 2009 edition

www.axis.com

AXIS COMMUNICATIONS

Solution material

Brochures


Rotis Sans Serif Extra Bold 20 pts
Rotis Sans Serif Regular 16 pts
Making the difference for retail.
Professional network video solutions.
AXIS COMMUNICATIONS

Rotis Sans Serif Extra Bold 32 pts
Rotis Sans Serif Extra Bold 11 pts
New possibilities, greater gains
The retail industry faces tough challenges, including fierce competition, low margins and external/internal losses. Within retail, video surveillance systems have traditionally been used for safety and security. Axis network video solutions take such systems to a new level by addressing all these challenges. With pro-active surveillance and monitoring. Greater loss prevention. Improved merchandising. And many more functions that make sound business sense in every retail operation, whether you run a single shop or a whole chain of malls.
Greater loss prevention
CCTV has long been known to help reduce theft, particularly when consumers know it's there. But the real leap forward in loss prevention technology comes with network video.
Axis network video solutions provide sharp, high-resolution images that enable you to follow suspect behavior and facilitate positive identification. And they integrate with your available systems to reveal and minimize all kinds of shrinkage-related activities. They can for instance be combined with your EAS system to ensure complete, high quality video coverage of all EAS incidents.
Detect cashier-related shrinkage with POS integration
With Axis network video, you can quickly identify common mistakes, misunderstandings and innovative ways to manipulate the POS system. POS exception statistics (from single or multiple stores) make it easy to detect any suspect patterns and behavior. This in turn enables you to continuously develop your staff training tools, and to ensure that you always stay one step ahead in preventing internal loss. In other words, you get a clear picture – and a clear record – of exceptions, such as:
> Unauthorized discounts
> Manually entered values
> Incorrect processing of returns
> Cash refund and coupon errors.

Rotis Sans Serif Extra Bold 20 pts
Improved safety and security
Axis network video solutions enable rapid detection of potential incidents, so you can intervene quickly when needed, and identify any false alarms. The result is a much higher standard of overall security, which means a safer, more secure working environment for your staff – a further contribution to morale.
Ensure staff security and protect your assets
Reliable protection is not only important during lonely nights at a gas station or a 24-hour convenience store. It is as relevant in stores with large amounts of cash, high-value products or high-risk products, such as medicine and alcohol. With Axis network video, extra cameras are easily added to specific product sections or check-out areas. Video images can be stored on a server at a remote location, ensuring that recordings are protected from intruders.
Enhance surveillance efficiency
High-quality video is a great help when investigating crime. While conventional video tape images deteriorate with use, the image quality you get from Axis network video remains constant over time. Digital images are sharp and can be viewed hundreds of times without losing quality. And the high quality saves you valuable time when making identifications.
The use of intelligent network cameras with motion detection and active tampering alarm also contributes greatly to quick detection of suspect actions outside your store or inside the store after opening hours.
Optimized merchandising and operations
Axis provides a shortcut in the time-consuming task of gathering data from multiple systems and sites. In fact, our network video solutions can give you a real boost in store performance.
Understand customer behavior
Strategically placed cameras can be used to record and measure consumer activity and understand buying behavior, so you can identify the most popular areas and optimize your store and display layouts accordingly. Add built-in people-counting and integration with your POS system, and you get invaluable information about your customers.
Improve your marketing efforts
Network video enables immediate evaluation of marketing and promotion campaigns. You quickly find out whether your end-caps, in-store signage, and display windows really attract customers. Your customer and POS metrics are only a mouse click away, enabling strategic marketing decisions to boost your sales. And it can all be done in real-time and remotely, for single or multiple stores.
Rotis Sans Serif Regular 7 pts
With Axis network video solutions you benefit from high-resolution images providing a remarkable level of detail.
Rotis Sans Serif Regular 11 pts
Rotis Sans Serif Extra Bold 11 pts
Rotis Sans Serif Regular 9 pts

Solution material is characterized by warm gray 5. Images emphasize the relevant industry segment or the technology in question and a product image, i.e., a combination of two types of images.

Covers of brochures have the headline (warm gray 9) and sub-headline (black) just above a single row of images. The two images occupy 3+1 squares, with the white divider between them. Beneath the images is a warm gray banner. Cover and inside-page layouts follow the Axis Grid. Always use the template for Collateral – Solution brochure.

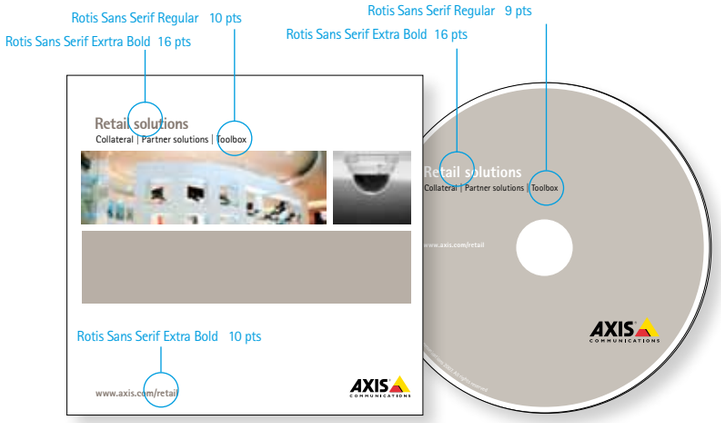
Case studies

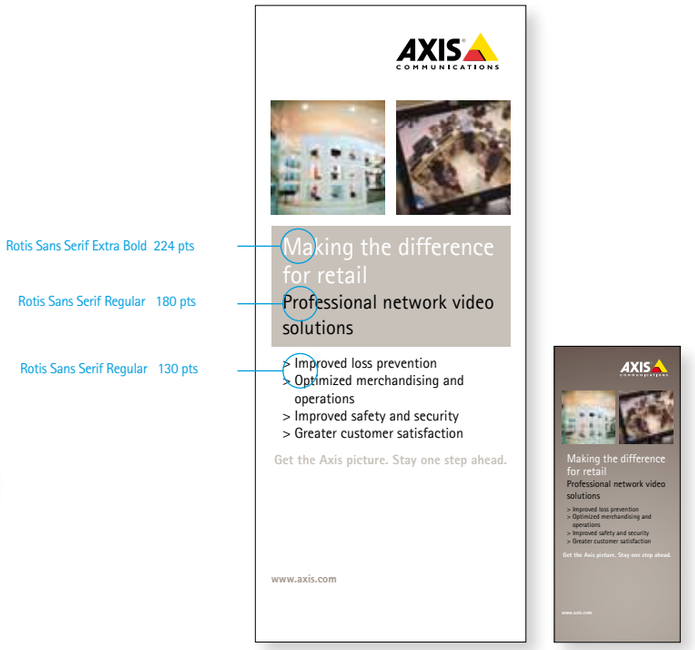
CASE STUDY
Rotis Sans Serif Extra Bold 11 pts
Sydney Airport takes security to new heights with Axis.
Switch to network cameras adds value to video surveillance solution.
Organization: Sydney Airport
Location: Sydney, Australia
Market segment: Transportation
Application: Airport safety and security
Mission
Following recent government requirements and major redevelopment, Australia's busiest airport, where annual passenger numbers topped 30 million for the first time in 2007, decided to upgrade its analog-based video surveillance system to leverage the benefits of IP technology.
Sydney Airport Corporation sought a more flexible, scalable solution that could keep pace with its growing operations while maintaining the highest level of security and safety that staff and the traveling public expect from an airport regularly voted one of the world's best.
Solution
Sydney Airport decided to migrate from video servers to Axis network cameras. It has transitioned an analog-based video surveillance system comprising analog cameras over coax, to a hybrid IP-based solution with a total installation of more than 1,000 cameras.
The network cameras feed directly into the airport's Digital Video Manager video surveillance system delivered by Honeywell, a leading Axis partner. The video solution is fully integrated into the airport's existing, comprehensive security, access control and surveillance system.
Result
The migration to Axis network cameras delivers the benefits of true IP as well as time, cost, and space saving benefits. Sydney Airport has greater flexibility to configure the system to its needs, giving it access to more and better data that ultimately improves its ability to monitor and respond to issues as they occur.
Rotis Sans Serif Extra Bold 11 pts
AXIS COMMUNICATIONS

www.axis.com
"Our long term objective is to have a system that is flexible, dynamic and that grows as it's required to grow without any limitations to achieve the safe airport the general public expect. The Axis network video solution allows us to do that."
Kyle Whyte, AVSEC Infrastructure, Technology and Systems Manager, Sydney Airport Corporation.
Flexible, open solution meets growing needs
Safety and security is given the highest of priorities at Sydney Airport, where 77,000 passengers travel through world-class international and domestics terminals on a typical day. With a major upgrade of the international terminal planned in the near future as part of a 10 year master plan for the 907 hectare site, Australia's premier gateway is continuing a transformation aimed at meeting airport traffic well into next century.
Sydney Airport's video security and surveillance systems continue to evolve too, with the organization committed to ongoing improvements in line with airport development and the availability of new technology. The opportunity to transition from analog cameras and video servers to an IP solution using Axis network cameras was a logical next step.
The open Axis system seamlessly integrates with the Honeywell Digital Video Manager solution. "The good thing about Axis is it's an open system that works very well with the Honeywell system. When we upgrade our products we look for additional features and flexibility to get to the point of true plug and play and these types of products achieve that," says Kyle Whyte, AVSEC Infrastructure, Technology and Systems Manager, Sydney Airport Corporation.
Greater capacity to monitor and respond
With a built-in web server and direct connection to the IP network, the new Axis network cameras do not need a direct connection to a PC or any other hardware or software to capture and transfer images.
Axis video servers are still used to convert the video feeds from the installed base of analog cameras to a digital format, giving Sydney Airport the benefits of an IP-based solution while protecting investment in existing infrastructure.
The move to network cameras has given Sydney Airport greater flexibility and the ability to capture more data and higher quality images, including the ability to work with MPEG-4 and adjust image quality settings for maximum results.
Operators can specify what types of images they want recorded and when, including pre- and post-incident recordings. They can do Motion JPEG and MPEG-4 simultaneously or have multi feeds off a single stream.
"This flexibility gives us better capacity to monitor and respond to issues as they occur and post-incident. It gives us more information and more data to make better assessments," Mr Whyte says.
Saving time and space
The move to IP has saved space and reduced infrastructure and maintenance costs because the network cameras can go straight into the network port and use Power over Ethernet (PoE) with backed up power supply via UPS in turn reducing hardware requirements. There is no need for additional hardware or to put a junction box out in the field, and old infrastructure did not have to be removed during the migration.
The solution eliminates the needs for rows of video recorders and hours of searching through tapes. In the communications room, the implementation of slim streamers has reduced space requirements by around two-thirds.
Data lifespan is longer and storage is improved and more cost-efficient with the IP solution based on Axis network cameras and video servers compared to the higher rates of wear and tear and maintenance demands of the analog system.
"That's the direction we are heading in. Innovative products that save us time," says Kyle Whyte.
Rotis Sans Serif Regular 7 pts
Rotis Sans Serif Extra Bold 11 pts
Rotis Sans Serif Regular 9 pts
AXIS COMMUNICATIONS

The identifier (CASE STUDY) appears in the upper left-hand corner. The headline (warm gray 9) and sub-headline (black) on the front page may extend to the full 4-square width. Beneath it is a 2 x 3-square image relating to the case in question. To the right of the image is a warm gray box for the key case highlights. Always use the template for Collateral – Case study.

CD/DVDs and quickscreens

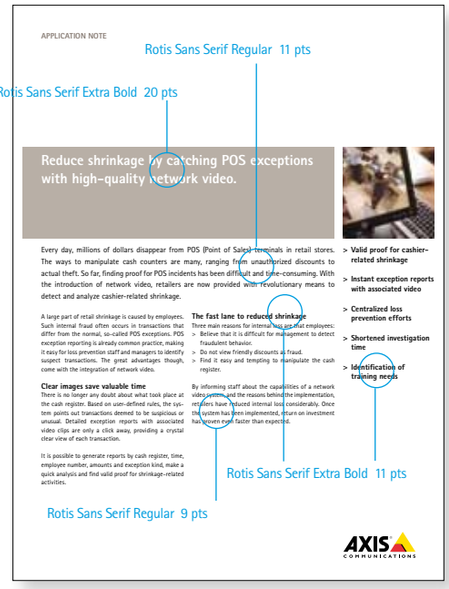

Rotis Sans Serif Regular 10 pts
Rotis Sans Serif Exrtra Bold 16 pts
Rotis Sans Serif Regular 9 pts
Rotis Sans Serif Extra Bold 16 pts
Retail solutions
Collateral | Partner solutions | Toolbox
Rotis Sans Serif Extra Bold 10 pts
www.axis.com/retail
Retail solutions
Collateral | Partner solutions | Toolbox
www.axis.com/retail

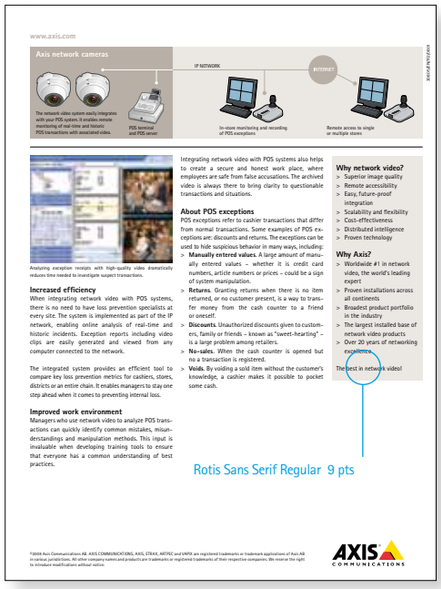

Rotis Sans Serif Extra Bold 224 pts
Rotis Sans Serif Regular 180 pts
Rotis Sans Serif Regular 130 pts
Making the difference for retail
Professional network video solutions
> Improved loss prevention
> Optimized merchandising and operations
> Improved safety and security
> Greater customer satisfaction
Get the Axis picture. Stay one step ahead.
www.axis.com

The design of CD/DVD sleeves reflects the related brochure material in terms of structure, choice of images and warm gray banner. The title is in warm gray 9. The main topics are listed beneath the title, in black, with vertical-line dividers. In the lower left-hand corner is the relevant web address. The label on the disc itself is warm gray, with the title in white and a black topic list. The web address is in white, as is the copyright information on the perimeter of the disc. Always use the template for CD/DVD sleeve and label.

Quickscreen templates to support specific events such as roadshows, should feature the look and feel that was chosen for each solution. The example here shows a quickscreen to be used for retail purposes. Variants are available for quickscreens with solid color, gradient or full photo backgrounds. Always use the template for Quickscreens.

Application notes / Information sheets

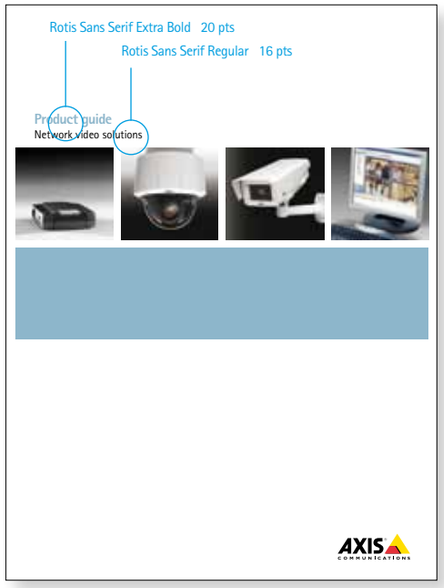

APPLICATION NOTE
Rotis Sans Serif Regular 11 pts
Rotis Sans Serif Extra Bold 20 pts
Reduce shrinkage by catching POS exceptions with high-quality network video.
> Valid proof for cashier-related shrinkage
> Instant exception reports with associated video
> Centralized loss prevention efforts
> Shortened investigation time
> Identification of training needs
Rotis Sans Serif Extra Bold 11 pts
Rotis Sans Serif Regular 9 pts

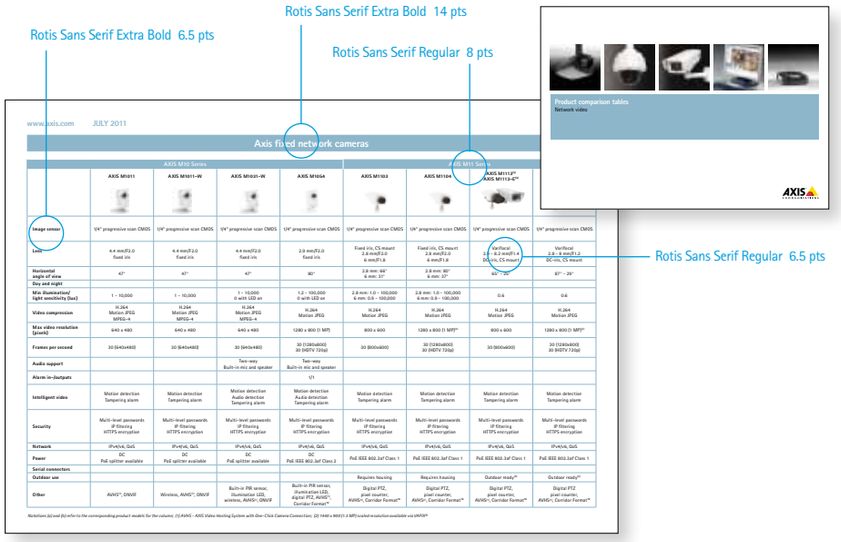


The identifier (APPLICATION NOTE or INFORMATION SHEET) appears in the upper left-hand corner in warm gray 9. The headline (white) on the front page appears in the warm gray banner, in one or two lines, aligned top left. The banner comprises 3 squares. To the right is a single-square image relevant to the topic. Beneath the banner is the introduction text and the body copy. A bullet list of key points or topics included. Always use the template for Collateral – Application note / Information sheet.

Product material

Product guides and product comparison guides

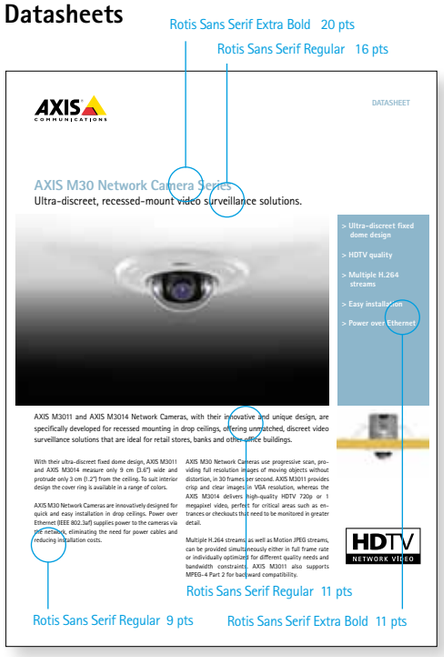


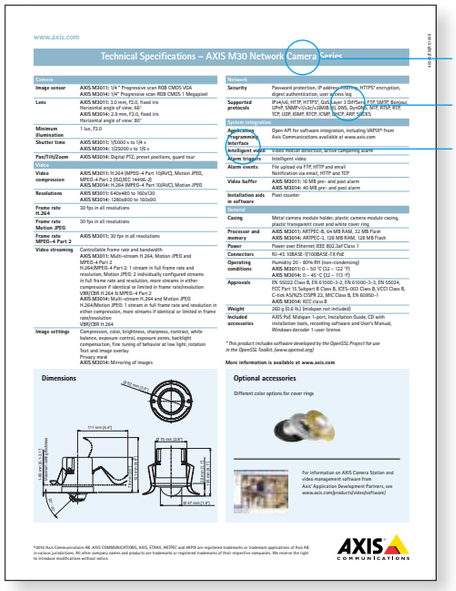

Rotis Sans Serif Extra Bold 6.5 pts
Rotis Sans Serif Extra Bold 14 pts
Rotis Sans Serif Regular 8 pts
Rotis Sans Serif Regular 6.5 pts
www.axis.com JULY 2011
Axis fixed network cameras
Product comparison tables
Network video

The cover of the Product guide has a blue headline and a black sub-headline just above a single row of 4 product images that are relevant to the products. The rest of the cover is white, except for the logotype, in its defined location in the lower right-hand corner. Cover and inside-page layouts follow the Axis Grid. Inside pages use blue text banners liberally. Always use the template for Collateral – Product guide.

Product comparison guides are overview documents that detail all of the key technical features of a product line or range. Tables use white headlines on blue 550 background, and white cells framed with a blue 550 outline. Always use the template for Collateral - Cheat sheet.

Datasheets

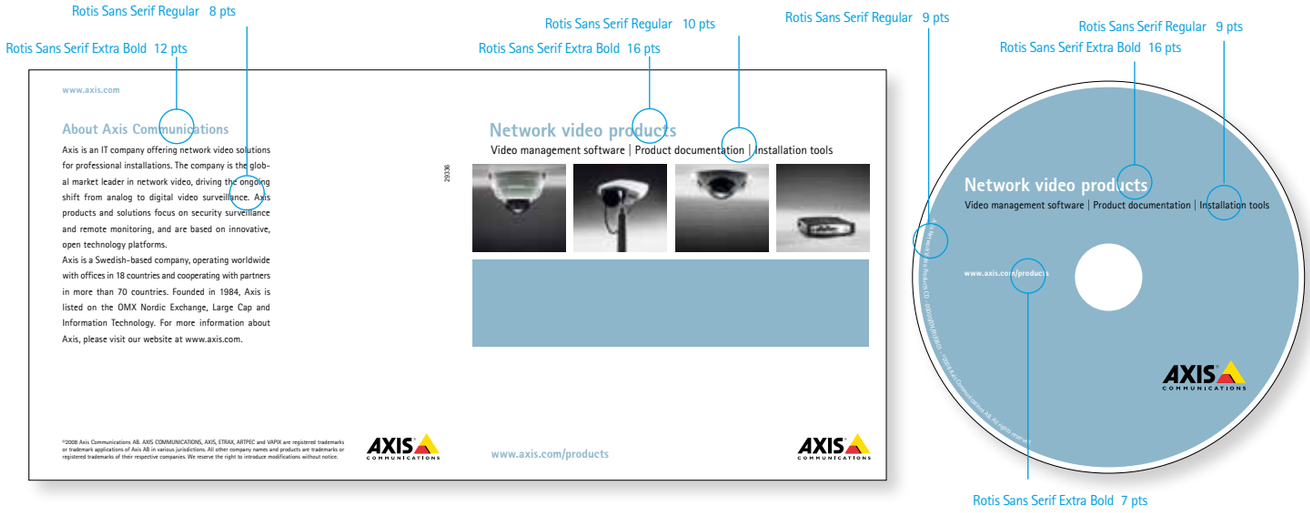

Rotis Sans Serif Extra Bold 20 pts
Rotis Sans Serif Regular 16 pts
DATASHEET
AXIS M30 Network Camera Series
Ultra-discreet, recessed-mount video surveillance solutions.
> Ultra-discreet fixed dome design
> HDTV quality
> Multiple H.264 streams
> Easy installation
> Power over Ethernet
HDTV NETWORK VIDEO
Rotis Sans Serif Regular 11 pts
Rotis Sans Serif Regular 9 pts
Rotis Sans Serif Extra Bold 11 pts


Technical Specifications – AXIS M30 Network Camera Series
Rotis Sans Serif Extra Bold 14 pts
Rotis Sans Serif Regular 7.5 pts
Rotis Sans Serif Extra Bold 7.5 pts
Dimensions
Optional accessories

The identifier (DATASHEET) appears in blue in the upper right-hand corner and the Axis logotype appears in the upper left-hand corner. The headline (blue) and sub-headline (black) appears aligned just above the product image. Beneath the product image is the introduction text, followed by the body copy in 2 columns. To the right is a blue box that includes a bullet list of key points.

The back page of datasheets includes a 2-column table for technical specifications, as well as specially reserved areas for product design/dimensions and related product accessories. Text for the main sections is white on blue 550 backgrounds, while secondary sections feature black text on light blue 545 backgrounds. Remember to leave a generous clear space for the Axis logotype. Always use the template for Collateral – Datasheet.

Product information CD/DVDs (sleeve and label)


Rotis Sans Serif Regular 8 pts
Rotis Sans Serif Extra Bold 12 pts
Rotis Sans Serif Regular 10 pts
Rotis Sans Serif Extra Bold 16 pts
Rotis Sans Serif Regular 9 pts
Rotis Sans Serif Regular 9 pts
Rotis Sans Serif Extra Bold 16 pts
Rotis Sans Serif Extra Bold 7 pts
www.axis.com
About Axis Communications
Axis is an IT company offering network video solutions for professional installations. The company is the global market leader in network video, driving the ongoing shift from analog to digital video surveillance. Axis products and solutions focus on security surveillance and remote monitoring, and are based on innovative, open technology platforms.
Axis is a Swedish-based company, operating worldwide with offices in 18 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on the OMX Nordic Exchange, Large Cap and Information Technology. For more information about Axis, please visit our website at www.axis.com.
Network video products
Video management software | Product documentation | Installation tools
20536
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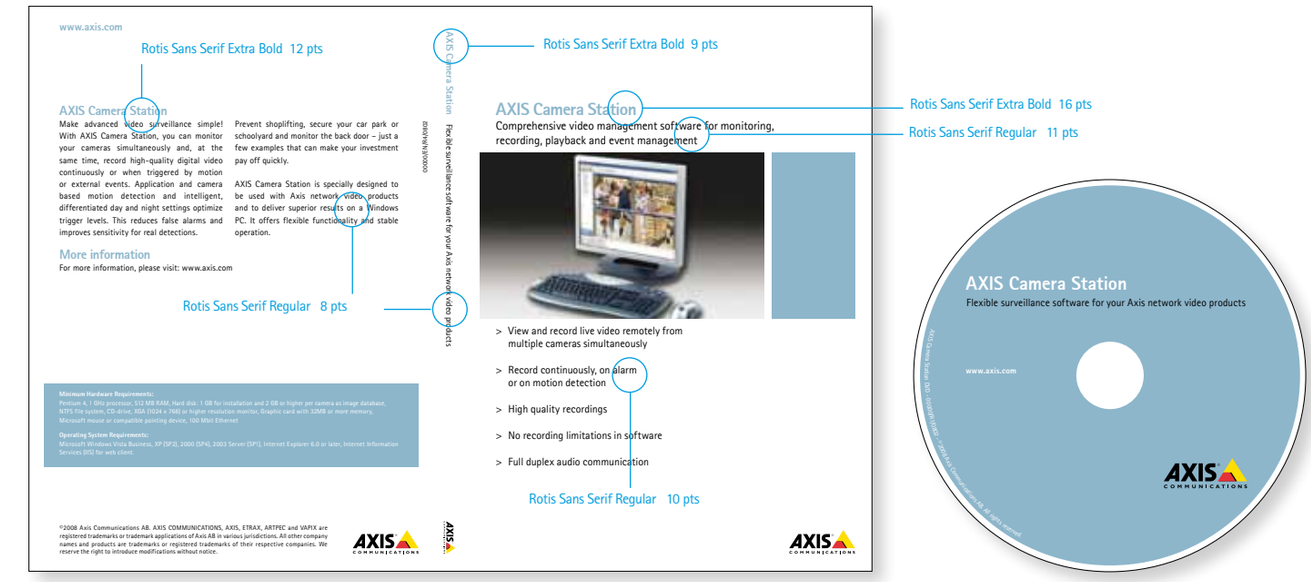
www.axis.com/products
Network video products
Video management software | Product documentation | Installation tools
www.axis.com/products

The design of CD/DVD sleeves reflects the related printed matter in terms of structure, choice of images and blue banner. The title is in blue. The main contents are listed beneath the title, in black, with vertical-line dividers. In the lower left-hand corner is the relevant web address. The label on the disc itself is blue, with the title in white and a black topic list. The web address is in white, as is the copyright notice on the perimeter of the disc. Always use the template for Product information CD/DVD.

Software product DVDs (sleeve and label)


www.axis.com
Rotis Sans Serif Extra Bold 12 pts
AXIS Camera Station
Make advanced video surveillance simple! With AXIS Camera Station, you can monitor your cameras simultaneously and, at the same time, record high-quality digital video continuously or when triggered by motion or external events. Application and camera based motion detection and intelligent, differentiated day and night settings optimize trigger levels. This reduces false alarms and improves sensitivity for real detections.
Prevent shoplifting, secure your car park or schoolyard and monitor the back door – just a few examples that can make your investment pay off quickly.
AXIS Camera Station is specially designed to be used with Axis network video products and to deliver superior results on a Windows PC. It offers flexible functionality and stable operation.
More information
For more information, please visit: www.axis.com
Rotis Sans Serif Regular 8 pts
Minimum Hardware Requirements:
Pentium 4, 1 GHz processor, 512 MB RAM, Hard disk: 1 GB for installation and 2 GB or higher per camera as image database, NTFS file system, CD-drive, XGA (1024 x 768) or higher resolution monitor, Graphic card with 32MB or more memory, Microsoft mouse or compatible pointing device, 100 Mbit Ethernet
Operating System Requirements:
Microsoft Windows Vista Business, XP (SP2), 2000 (SP4), 2003 Server (SP1), Internet Explorer 6.0 or later, Internet Information Services (IIS) for web client.
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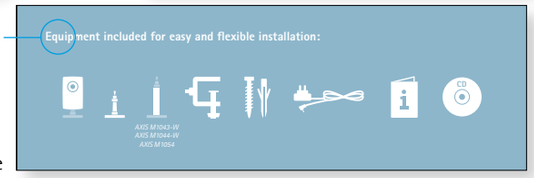
AXIS Camera Station
Flexible surveillance software for your Axis network video products
Rotis Sans Serif Extra Bold 9 pts
AXIS Camera Station
Comprehensive video management software for monitoring, recording, playback and event management
Rotis Sans Serif Extra Bold 16 pts
Rotis Sans Serif Regular 11 pts
> View and record live video remotely from multiple cameras simultaneously
> Record continuously, on alarm or on motion detection
> High quality recordings
> No recording limitations in software
> Full duplex audio communication
Rotis Sans Serif Regular 10 pts
AXIS Camera Station
Flexible surveillance software for your Axis network video products
www.axis.com

The software DVD sleeve reflects the related printed matter (datasheet) in terms of headline structure and choice of images. To the right of the image is a blue banner. Beneath the main image is a bullet list of key points. The label on the disc itself follows the same guidelines as for the Product information CD/DVD shown above. Always use the template for Software DVD.

Product material

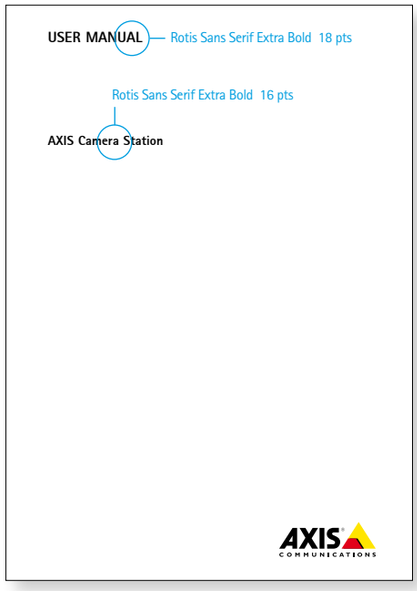
Packaging sleeves

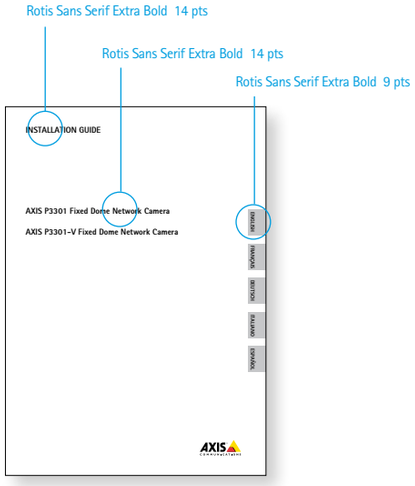
Rotis Sans Serif Regular 12 pts
Axis Network Camera
AXIS M1011/M1011-W/M1031-W/M1043-W/M1044-W/M1054
Rotis Sans Serif Regular 9 pts
Rotis Sans Serif Regular 7 pts
back



The product packaging sleeve uses the same design principles as the collateral material. Note that the Axis logotype appears in the upper right-hand corner. The back and sides of the packaging sleeve includes product descriptions and a variety of specifications. The back of the packaging sleeve specifically features a cropped-out image of the product(s), as well as any information required by local legislation. Note that this packaging sleeve design is used for specific products only. Always use the template for Packaging sleeve.

User's manuals and installation guides

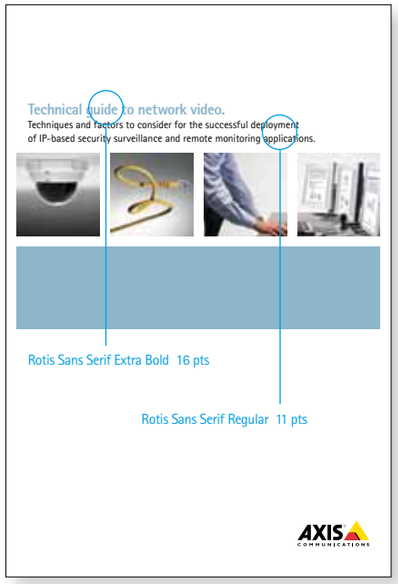


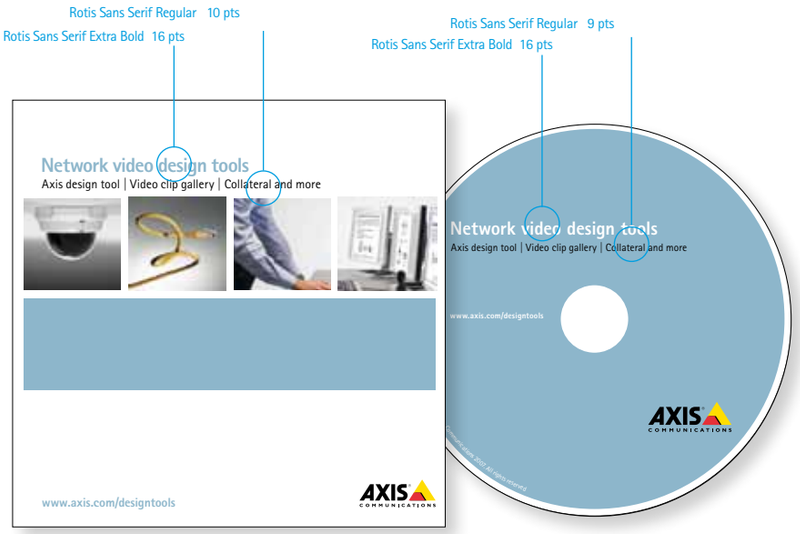

Rotis Sans Serif Extra Bold 14 pts
Rotis Sans Serif Extra Bold 14 pts
Rotis Sans Serif Extra Bold 9 pts
INSTALLATION GUIDE
AXIS P3301 Fixed Dome Network Camera
AXIS P3301-V Fixed Dome Network Camera

The cover of an installation guide or user's manual reflects a more simplified, black and white design based on the Axis Grid. Always use the template for Collateral – Installation guide or user's manual.

Technical material

Technical guide and technical tools DVDs (sleeve and label)

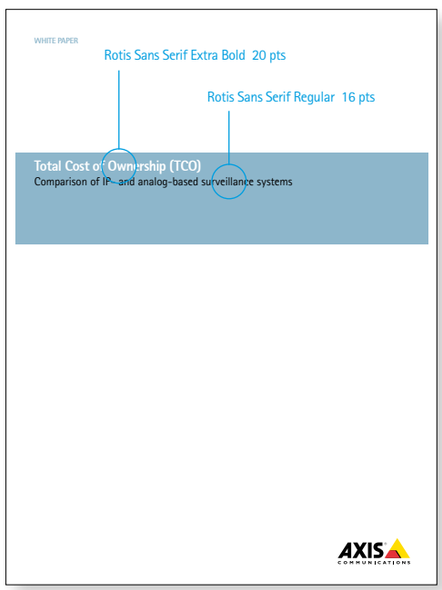

Technical guide to network video.
Techniques and factors to consider for the successful deployment of IP-based security surveillance and remote monitoring applications.
Rotis Sans Serif Extra Bold 16 pts
Rotis Sans Serif Regular 11 pts

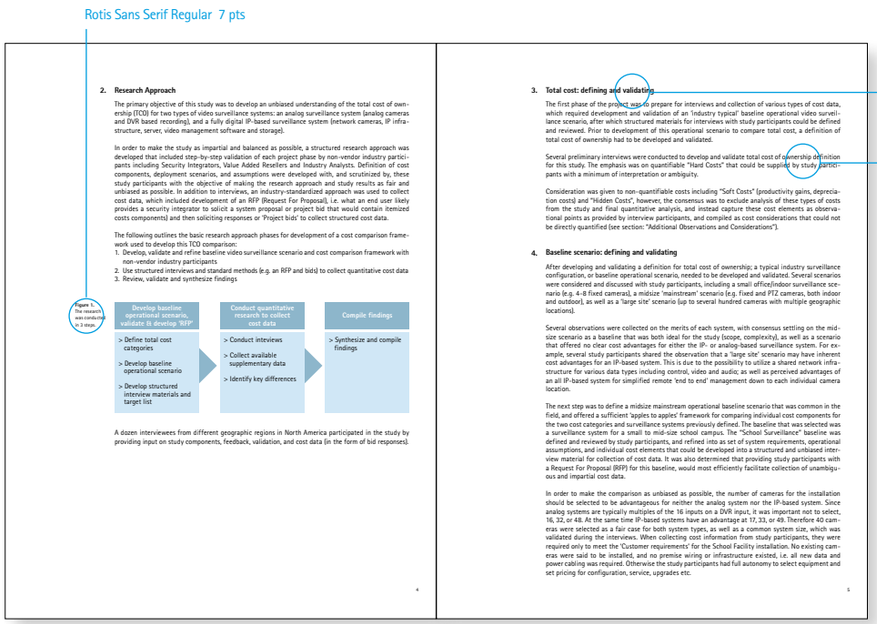

Rotis Sans Serif Regular 10 pts
Rotis Sans Serif Extra Bold 16 pts
Rotis Sans Serif Regular 9 pts
Rotis Sans Serif Extra Bold 16 pts
Network video design tools
Axis design tool | Video clip gallery | Collateral and more
www.axis.com/designtools
Network video design tools
Axis design tool | Video clip gallery | Collateral and more
www.axis.com/designtools

The Technical guide is characterized by blue 550. The cover of the technical guide has the headline (blue 550) and sub-headline (black) just above a selection of 4 photos specifically chosen for this collateral, and a blue banner. Cover and inside-page layouts follow the Axis Grid. Always use the template for the Technical guide.

The design of the technical tools DVD (sleeve and label) reflects a closely related printed matter (the technical guide) in terms of structure, choice of images and blue banner. The title is in blue. The main contents are listed beneath the title, in black, with vertical-line dividers. In the lower left-hand corner is the relevant web address. The label on the disc itself is blue, with the title in white and a black topic list. The web address is in white, as is the copyright notice on the perimeter of the disc. Always use the template for technical tools DVD.

White papers


WHITE PAPER
Rotis Sans Serif Extra Bold 20 pts
Rotis Sans Serif Regular 16 pts
Total Cost of Ownership (TCO)
Comparison of IP- and analog-based surveillance systems


Rotis Sans Serif Regular 7 pts
2. Research Approach
3. Total cost: defining and validating
4. Baseline scenario: defining and validating
Rotis Sans Serif Extra Bold 11 pts
Rotis Sans Serif Regular 10 pts

White papers are characterized by blue 550. The identifier (WHITE PAPER) appears in the upper left-hand corner. The first page has the headline (white) and sub-headline (black). Both headline types are placed inside the blue banner. Note that the first page (cover page) does not feature any images. Always use the template for white paper.

Academy material

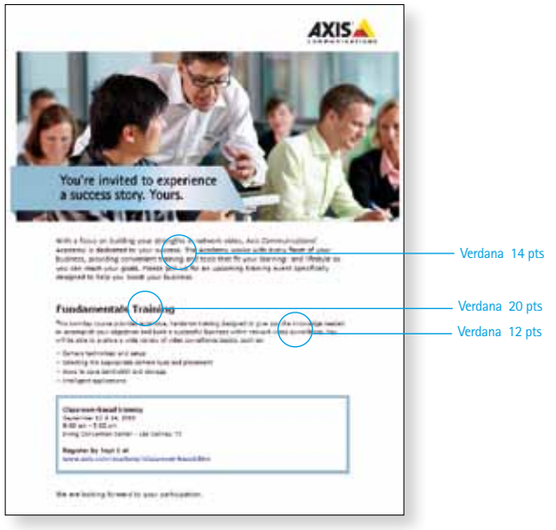
Axis Communications' Academy has its own identity, with a clearly defined and attributed set of images that should be used consistently for this program only.

Just as with product and technical levels, the Academy material is characterized by blue 550. The Academy deliverables also feature, whenever relevant, a box with a blue 550 background with white text specifying the document identifier.

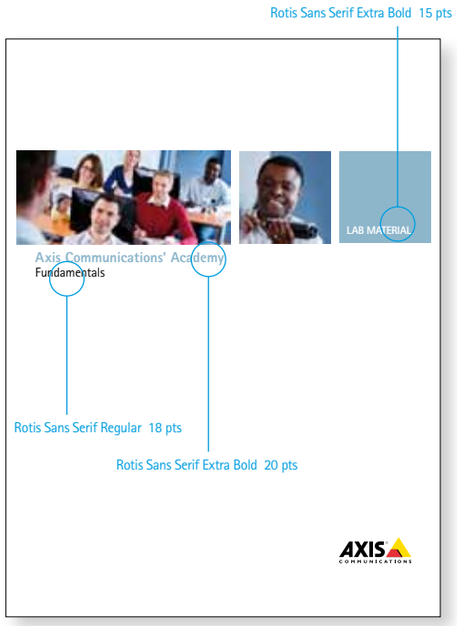
The Academy materials range from standard course material such as lab booklets, to communication material to promote the Academy offering. The latter is treated as campaign material and can change from time to time.

Invitations (printed and HTML)

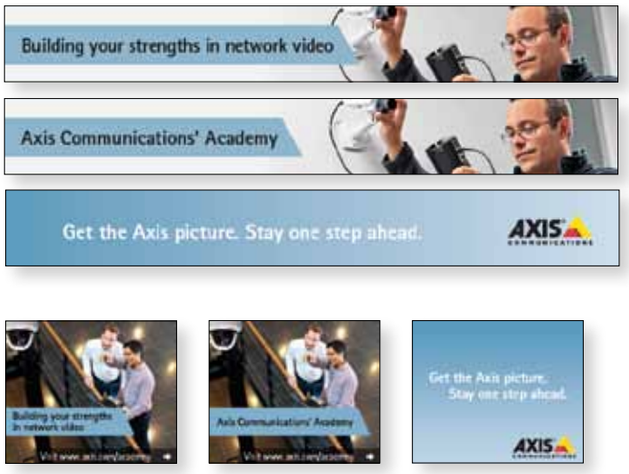
Rotis Sans Serif Extra Bold 16 pts
Rotis Sans Serif Extra Bold 13 pts
Rotis Sans Serif Regular 9 pts
Rotis Sans Serif Extra Bold 38 pts
Rotis Sans Serif Regular 11 pts
You're invited to experience a success story.
Yours.
With a focus on building your strengths in network video, Axis Communications' Academy is dedicated to your success.
The Academy works with every facet of your business, providing convenient training and tools that fit your learning- and lifestyle so you can reach your goals.
Please join us for an upcoming training event specifically designed to help you boost your business.
Fundamentals Training
This two-day course provides in-depth, hands-on training designed to give you the knowledge needed to successfully work within network video surveillance. You will get to explore a wide variety of video surveillance basics, such as:
> Camera technology and setup
> Selecting the appropriate camera type and placement
> Ways to save bandwidth and storage
> Intelligent applications
Classroom-based training
September 13 & 14, 2011
9:00 am – 5:00 pm
Irving Convention Center – Las Colinas, TX
Register by Sept 1 at
www.axis.com/academy/classroom-based.htm
AXIS Camera Station Training
This one-day course will give you the skills needed to efficiently deploy and manage a small- to mid-size video surveillance system with AXIS Camera Station. The training is carried out through a mix of presentations and hands-on exercises and will give you the skills to:
> Install and use AXIS Camera Station
> Work with split views, hotspots, sequences, maps, and PTZ functionality
> Setup recordings and alerts
> Configure video format, resolution and frame rate
> Add storage space
Classroom-based training
July 15, 2011
9:00 am – 5:00 pm
Irving Convention Center – Las Colinas, TX
Register by July 10 at
www.axis.com/academy/classroom-based.htm



Booklet covers A4


Rotis Sans Serif Extra Bold 15 pts
LAB MATERIAL
Axis Communications' Academy
Fundamentals
Rotis Sans Serif Regular 18 pts
Rotis Sans Serif Extra Bold 20 pts
AXIS COMMUNICATIONS

Web banners


Building your strengths in network video
Axis Communications' Academy
Get the Axis picture. Stay one step ahead.
AXIS COMMUNICATIONS
Get the Axis picture.
Stay one step ahead.

Brochures / Flyers

Axis Communications' Academy
Building your strengths in network video
Helping you meet any customer need
Putting network video knowledge right at your fingertips
Boosting business through every part of your chain
www.axis.com/academy

Quickscreens

AXIS COMMUNICATIONS
Axis Communications' Academy
Building your strengths in network video
With a focus on building your strengths in network video, Axis Communications' Academy is dedicated to your success. The Academy works with every facet of your business, providing convenient training and tools that fit your learning and lifestyle so you can reach your goals.
Get the Axis picture. Stay one step ahead.
www.axis.com/academy
Rotis Sans Serif Regular 300 pts
Rotis Sans Serif Extra Bold 180 pts
Rotis Sans Serif Extra Bold 100 pts
Rotis Sans Serif Extra Bold 119 pts

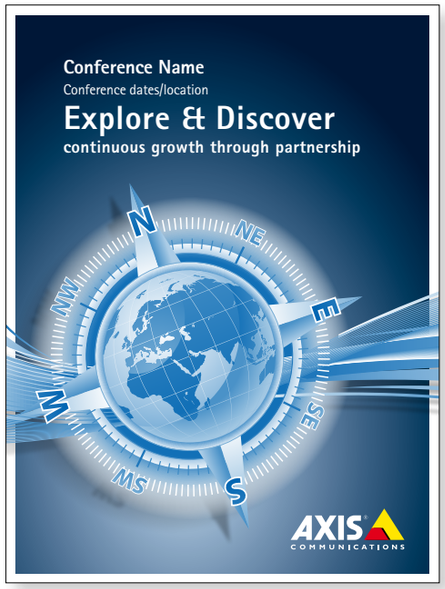
Conferences and seminars

Axis hosts a variety of partner conferences and seminars. Conferences have their own identity following the Axis look and feel, and include a clearly defined set of images to be used consistently for each event tool. This attributed set of images can feature images from the event location. This image selection can also include a combination of location and Axis corporate images, depending on the conference purpose, contents and target group.

As conferences and seminars may be treated like campaigns, their related communication material can change over time, to focus on key communication themes. Always contact Axis Corporate Marketing for the latest information on themes for conferences and seminars.

Invitations (printed and HTML)

Programs



Rotis Sans Serif Extra Bold 23.5 pts
Rotis Sans Serif Extra Bold 60 pts
Welcome
Dear Consultant Partner,
Rotis Sans Serif Regular 9 pts
Rotis Sans Serif Regular 7 pts
Agenda
THURSDAY, FEBRUARY 3
ROSEN SHINGLE CREEK RESORT, ORLANDO, FLORIDA
FRIDAY, FEBRUARY 4
ROSEN SHINGLE CREEK RESORT, ORLANDO, FLORIDA
SATURDAY, FEBRUARY 5
NASSAU, BAHAMAS
Rotis Sans Serif Extra Bold 11 pts
Rotis Sans Serif Extra Bold 9 pts
Rotis Sans Serif Italic 9 pts
Rotis Sans Serif Extra Bold 9 pts

Quickscreens

Nametags / Badges vertical and horizontal

Booth design

A trade show is one of the most powerful brand-building platforms. It provides visitors with direct, face-to-face contact with our company, our products and our people. The Axis global booth concept is a creative solution to enable visitors to experience our brand personality. At an event, it is our role to manage this experience – presenting a strong, clear, and consistent image of our company.

Axis has taken a conceptual approach for our booth that:
> Scales to any size
> Can be customized to any dimensions/configurations
> Ensures flexibility to adapt for controlled product demonstrations, meetings, seminars and displays
> Ensures a consistent concept for:
  - Large to medium-size booths
  - One-off booths
  - Pop-up and tabletop booths

The guiding design principles behind the concept

By using real-life customer environments as the "horizon," we can visually communicate how Axis is able to dedicate itself to each industry segment's specific requirements.

How this is accomplished

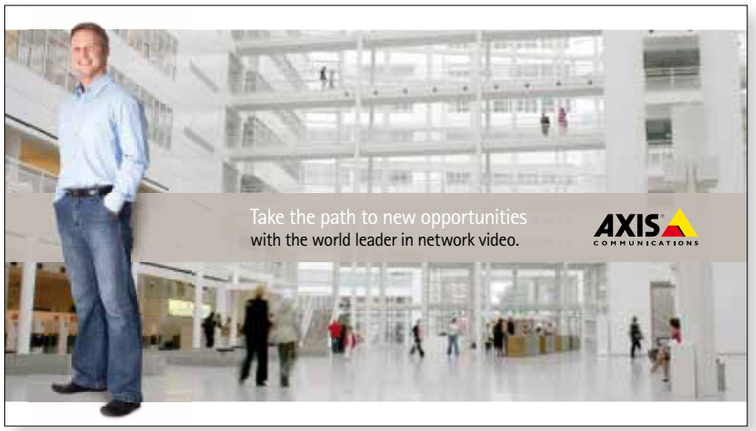
> Build a space to create a sense of openness
> Set out the boundaries
> Adapt it to suit the situation
> Accentuate the feeling of openness through application of the graphic language
> Combine the strong imagery with an architectural rigor
> Emphasize the quality of volume of the space

Layout for consistency

Regardless of size variations, the concept allows us to include some or all of these physical items:
> Product demonstration stations
> Product range display
> Reception desk
> Meeting room and seminar area
> Specially-designed area(s) to promote distinct solutions and offerings
> Graphics for messaging
> Literature display
> Technical room
> Back room for storage

Booth panels

Booth panels should feature very little information and focus on Axis' key messages only.



Booth design

For further information about booth panels and detailed booth design information, please refer to the Axis exhibition guidelines.

Campaign materials

Campaigns are generally related to branding initiatives, product and solution offerings, and special events. The idea of a campaign is to generate a great deal of extra attention - as much as possible - among our targeted market segments. Campaigns are also a vital tool in supporting the sales efforts of Axis' channel partners.

The foundation of most campaigns is an ad or a series of ads in different offline and online formats. They set the tone for the rest of the campaign. In order to attract that extra attention - yet retain the distinct Axis look and feel - a campaign retains some elements of our normal graphic identity (typeface, the Axis Grid, logotype placement, etc.), while often deviating sharply in others, particularly in the use of images and colors. Each campaign may have its own identity color and its own special set and style of images.

Advertisements always have a 5mm white border around the entire artwork; this can be excepted in special cases. Posters have a 10mm white border.

Ad copy

The tone of voice in ads is informal and conversational, reflecting the way people actually speak. Using short phrases and highlighting individual words. Above all, catching the reader's attention and arousing curiosity to find out more. An ad will typically close with a clear call-to-action message.

5 mm

5 mm

Maximum speed and precision for mission-critical surveillance?
That's easy.

Rotis Sans Serif Regular 25 pts

Rotis Sans Serif Extra Bold 32 pts

Rotis Sans Serif Regular 13 pts

Managing security for mission-critical sites is complex and intense, to say the least. Your cameras need to handle anything and everything. Without fail.

Axis Q-line pan/tilt/zoom cameras give you the market's most advanced network video surveillance solution — with intuitive installation and reliable operation. In fact, with PoE support and outdoor-ready cameras, you save time, money and headaches right out of the box.

HDTV-quality video, superior pan/tilt/zoom performance and smart technologies — like auto-tracking, Active Gatekeeper, tour recording and audio detection — give you supreme control, speed and precision. So nothing escapes your attention.

Zero hassle. Total control. Easy choice.

Get the Axis picture. Stay one step ahead.
Visit www.axis.com/ptz

HDTV NETWORK VIDEO

12 mm

Rotis Sans Serif Regular 9 pts

AXIS Q60 PTZ Dome Network Camera Series • Up to HDTV 1080p video quality • WDR • High-speed pan and tilt • Up to 35x optical zoom • High PoE • Arctic Temperature Control • IP-rated protection

50 x 16 mm

AXIS® COMMUNICATIONS

12 mm

12 mm

12 mm

Ads tabloid

Rotis Sans Serif Regular 19 pts

Rotis Sans Serif Extra Bold 24 pts

5 mm

5 mm

Maximum speed and precision for mission-critical surveillance?
That's easy.

Rotis Sans Serif Regular 10 pts

Managing security for mission-critical sites is complex and intense, to say the least. Your cameras need to handle anything and everything. Without fail.

Axis Q-line pan/tilt/zoom cameras give you the market's most advanced network video surveillance solution — with intuitive installation and reliable operation. In fact, with PoE support and outdoor-ready cameras, you save time, money and headaches right out of the box.

HDTV-quality video, superior pan/tilt/zoom performance and smart technologies — like auto-tracking, Active Gatekeeper, tour recording and audio detection — give you supreme control, speed and precision. So nothing escapes your attention.

Zero hassle. Total control. Easy choice.

Get the Axis picture. Stay one step ahead.
Visit www.axis.com/ptz

Rotis Sans Serif Regular 7 pts

AXIS Q60 PTZ Dome Network Camera Series • Up to HDTV 1080p video quality • WDR • High-speed pan and tilt • Up to 35x optical zoom • High PoE • Arctic Temperature Control • IP-rated protection

12 mm

34 x 12 mm

AXIS COMMUNICATIONS

10 mm

12 mm

5 mm

5 mm

illance?

ity video, superior pan/tilt/zoom
ce and smart technologies — like
ng, Active Gatekeeper, tour record-
dio detection — give you supreme
peed and precision. So nothing
ur attention.

. Total control. Easy choice.

Get the Axis picture. Stay one step ahead.
Visit www.axis.com/ptz

AXIS Q60 PTZ Dome Network Camera Series • Up to HDTV 1080p video quality • WDR • High-speed pan and tilt • Up to 35x optical zoom • High PoE • Arctic Temperature Control • IP-rated protection

save time, money and headaches right out of the box.

AXIS COMMUNICATIONS

Rotis Sans Serif Extra Bold 6.5 pts

Rotis Sans Serif Regular 6.5 pts

Singapore, regional HQ
Tel: +65 6836 2777
info-sg@axis.com

Australia
Tel: +613 9221 6133
info-au@axis.com

China
Tel: +8621 6431 1690
info-cn@axis.com

Taiwan
Tel: +886 2 2546 9668
info-tw@axis.com

Korea
Tel: 82 02 780 9636
info-kr@axis.com

Japan
Tel: +81 3 6716 7850
info@axiscom.co.jp

Ads A5

Rotis Sans Serif Regular 14 pts
Rotis Sans Serif Extra Bold 18 pts
5 mm
Maximum speed and precision for mission-critical surveillance?
That's easy.
5 mm
Managing security for mission-critical sites is complex, to say the least. Your cameras need to handle anything and everything. Without fail.
Axis' Q-line pan/tilt/zoom cameras give you the market's most advanced network video surveillance solutions – with intuitive installation, reliable operation and smart technologies for supreme control, speed and precision. So nothing escapes your attention.
Zero hassle. Total control. Easy choice.
Rotis Sans Serif Regular 9 pts
Get the Axis picture. Stay one step ahead.
Visit www.axis.com/ptz
HDTV
23 x 8 mm
7 mm
7 mm
7 mm
AXIS Q60 PTZ Dome Network Camera Series • Up to HDTV 1080p video quality • WDR • High-speed pan and tilt • Up to 35x optical zoom • High PoE • Arctic Temperature Control • IP-rated protection
Rotis Sans Serif Regular 7 pts

Web banners (animation phases)

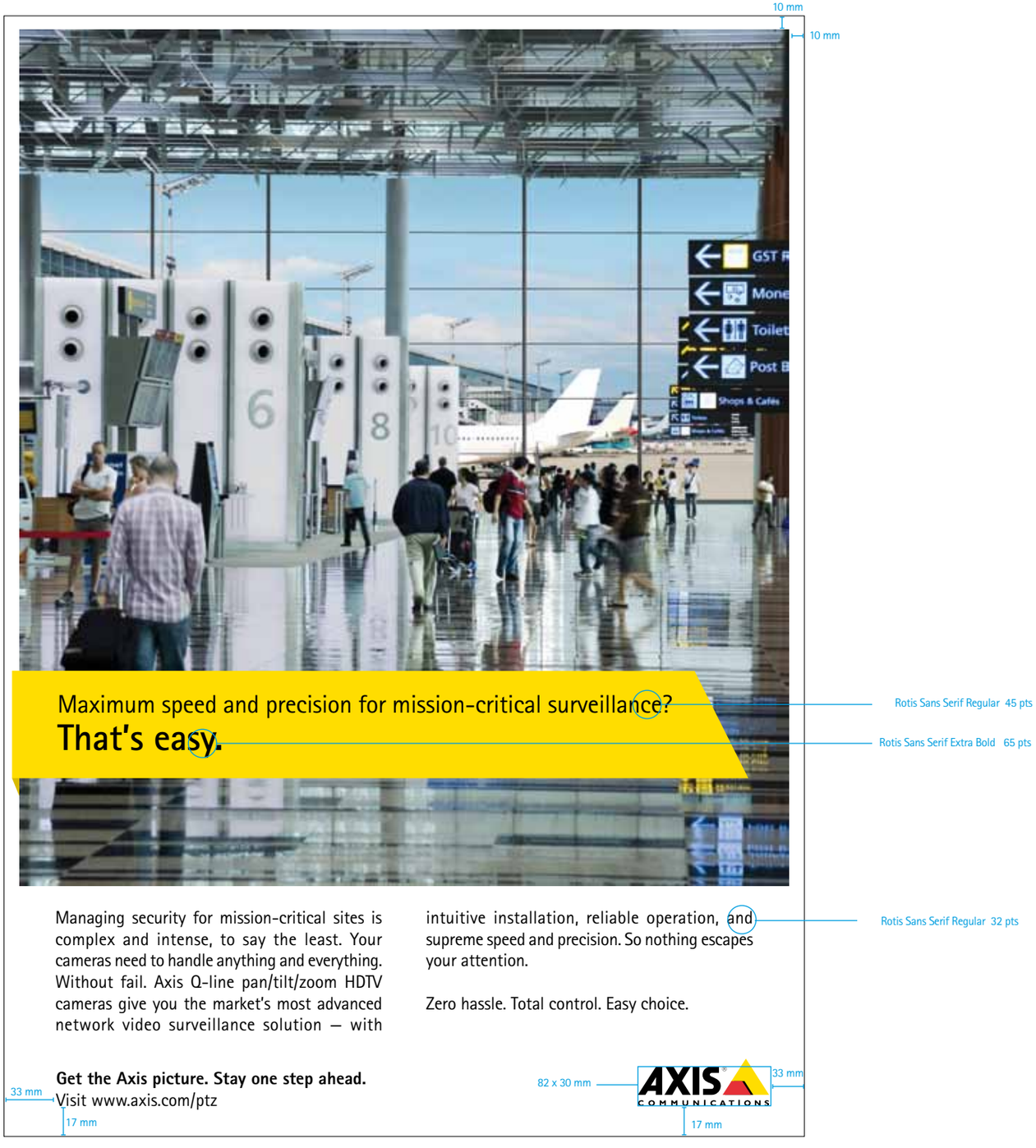
1.

2.

3.

4.

Posters 70x100


10 mm
10 mm
Maximum speed and precision for mission-critical surveillance?
That's easy.
Rotis Sans Serif Regular 45 pts
Rotis Sans Serif Extra Bold 65 pts
Managing security for mission-critical sites is complex and intense, to say the least. Your cameras need to handle anything and everything. Without fail. Axis Q-line pan/tilt/zoom HDTV cameras give you the market's most advanced network video surveillance solution – with intuitive installation, reliable operation, and supreme speed and precision. So nothing escapes your attention.
Zero hassle. Total control. Easy choice.
Rotis Sans Serif Regular 32 pts
Get the Axis picture. Stay one step ahead.
Visit www.axis.com/ptz
33 mm
17 mm
82 x 30 mm
AXIS COMMUNICATIONS
33 mm
17 mm

images. For overview monitoring or extreme detail? Perimeter protection or license plate recognition? Viewed, recorded or both? Is the image optimized for your end use?

We make your job easier, by focusing on image usability first. We share our experience and competence, and offer a comprehensive range of image-enhancing features – like remote zoom and focus, megapixel and HDTV – so you can benefit fully from the industry's broadest portfolio of network video products.

with more than 30,000 specialists worldwide. As the world leader in network video, we aim to help you make the most of your video surveillance capability.

Get the Axis picture. Stay one step ahead.
Visit www.axis.com/imageusability

HDTV NETWORK VIDEO

AXIS P5534 PTZ Dome Network Camera: HDTV 720p, 18x optical zoom, H.264.

AXIS® COMMUNICATIONS

5 mm

5 mm

Distributed by:

Rotis Sans Serif Extra Bold 9 pts

5 mm

Partner logo

25 x 10.5 mm

5 mm

Ads, co-marketing possibilities for partners

The Axis partner logotype(s) must appear in the space allotted below the line under the Axis logotype (address-block area) with the words "Distributed by" clearly readable. Co-marketing is usually not permitted on Axis corporate branding campaign ads, and only permitted for specific campaigns.

www.axis.com

35 x 10 mm

Partner logo

10.5 mm

AXIS® COMMUNICATIONS

Ads, co-advertising

Co-advertising is possible under specific and clearly defined circumstances, for instance if Axis and another company develop a joint solution and promote it on equal terms. In this case, a specific "co-advertising" template should be used. The third-party company logotype must appear to the left of the Axis logotype, in the same proportions.

Use of a call to action

A call to action is a response on a website or other marketing material that you want users to complete. This may be filling in a contact form, signing up for a newsletter or requesting participation in a meeting or seminar. To encourage website visitors to respond to a call to action, it is important to clearly inform them of any benefits of doing so. Such benefits could be product discounts, a free gift or entry to a competition.

Another key factor with a call to action is making it stand out clearly on marketing material. This may be achieved by placing it at the top of a page or column, highlighting it by surrounding it with white space and using larger text than the surrounding copy.

Using QR codes

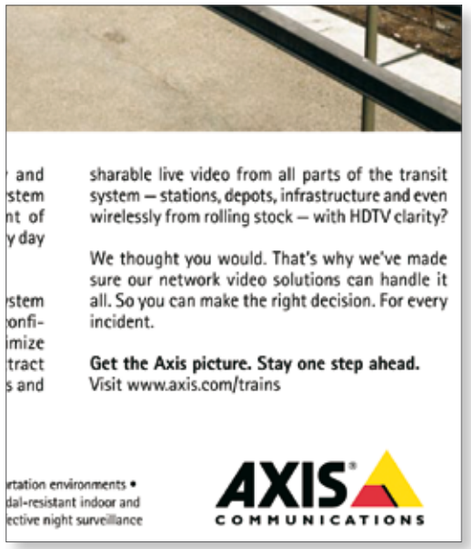
A Quick Response code (QR code) is a specific black and white matrix barcode that can be read by dedicated QR readers, smartphones or computer webcams. The information encoded may be a URL, text or other data.

Typical Axis marketing materials where QR codes can be used are advertising and event materials, business cards and our website. With advertising, QR codes could give contact information, direct people to relevant web pages or provide them with additional information. On business cards, they allow the cards to be generic for all personnel, yet provide individual names and contact information specific for a particular QR code. Such codes can be saved on a smartphone by a customer, for example, thereby eliminating the need to collect several different cards. On the website, a QR code can provide similar information to that of advertising.

Use of a call to action

your fingertips
Whether you want instant help with a spec
sive training to reach your long-term busir
need, when you need it. From sales and sys
tion and ongoing customer care. And it's
language from Axis' own highly-trained Ac
Choose from a wide variety of interesting,
learning- and lifestyle.
> Practical classroom training
> Business seminars
> Web-based training
> Webinars
> Online tutorials and guides
> System design tools
> Axis Certification Program
Go online to discover new ways to build
your strengths in network video today.
www.axis.com/academy

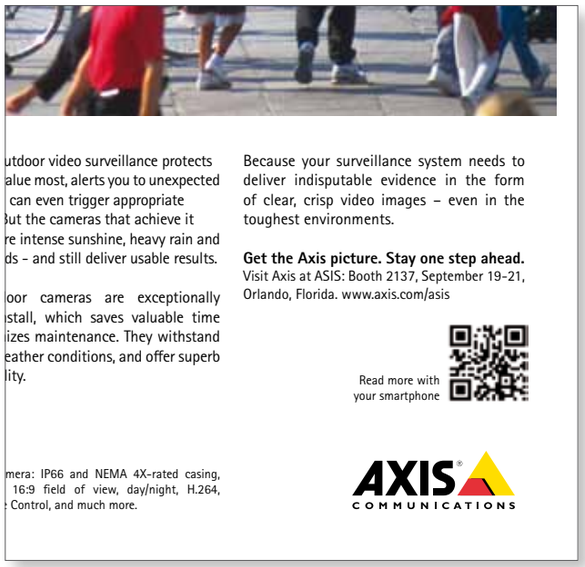
Brochures


sharable live video from all parts of the transit system – stations, depots, infrastructure and even wirelessly from rolling stock – with HDTV clarity?
We thought you would. That's why we've made sure our network video solutions can handle it all. So you can make the right decision. For every incident.
Get the Axis picture. Stay one step ahead.
Visit www.axis.com/trains
AXIS COMMUNICATIONS

Ads

Digital material

Using QR codes


Because your surveillance system needs to deliver indisputable evidence in the form of clear, crisp video images – even in the toughest environments.
Get the Axis picture. Stay one step ahead.
Visit Axis at ASIS: Booth 2137, September 19-21, Orlando, Florida. www.axis.com/asis
Read more with your smartphone
AXIS COMMUNICATIONS

Ads, brochures, flyers, etc.

General department business cards

www.axis.com

44225/EN/R3/1109

Contacts and resources

For further information about corporate marketing guidelines, processes and policies, please contact the Axis Corporate Marketing department.

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AXIS® COMMUNICATIONS